

Cultural Empowerment and Overall Revitalization of Rural Areas: Logical Path, Development Bottleneck and Breakthrough Path

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Abstract: under the background of comprehensively promoting rural revitalization, relying on the unique geological landscape resources to achieve cultural empowerment, there is still a lack of systematic theoretical cognition and practical path. This paper takes Macha village, Jia County, Yulin, Shaanxi Province as the research object. This paper uses the method of logical deduction and case analysis to carry out a systematic study from the three levels of "logical path - development bottleneck - breakthrough path". At present, Promoting Rural Revitalization faces prominent bottlenecks such as homogenization of resource development, lack of depth of scientific and technological integration, and shortage of professional teams. In view of the above problems, this paper puts forward three breakthrough paths of "culture+creativity" to create characteristic brands, "culture+digital" to build a development platform, and "culture+talent" to inject development vitality. The innovation of this paper is to focus on the geological characteristics of the region, and build a systematic analysis framework of cultural empowerment Rural Revitalization. This paper proposes a differentiated empowerment strategy for the harmonious coexistence of man and nature. This paper provides a reproducible innovation paradigm for the similar areas to achieve rural revitalization.

Keywords: Cultural Empowerment; Rural Comprehensive Revitalization; Red Soil Forest in Macha Village; Cultural Industry

1. Introduction

Promote the goal of rural comprehensive revitalization and building an agricultural power, focus on food security and industrial integration,

and emphasize that "the integration of agriculture, culture and tourism" is the key path to build a modern rural industrial system. Based on the practice of rural culture and tourism integration in Macha village, this paper discusses the Rural Revitalization path of "agriculture as the basis and tourism as the medium". By analyzing the current situation of agricultural resources and cultural tourism industry in Macha village and the problems faced in the process of integration, this paper studies the promotion of agricultural industry chain extension, cultural mining and brand building, government enterprise cooperation, diversified investment and other mechanisms on the integration of rural culture and tourism [1]. Comprehensively promote the Rural Revitalization Strategy, implement and launch the "cultural industry enabling Rural Revitalization Plan", and enable rural economic and social development with cultural industry. The paper proposes that the research on rural cultural industry should focus on the revitalization of rural culture [2].

This paper mainly discusses the landscape culture empowerment of laterite forest. Located in Macha village, Jia County, Yulin City, Shaanxi Province, the landscape is a unique landform formed by soil erosion on the Loess Plateau. The landform is dominated by soil forest and soil columns, with various shapes. Laterite forest culture is the root of Macha village culture. By mining and inheriting laterite forest culture, villagers' cultural confidence and local pride can be enhanced. Lateritic forest landform is an important part of natural ecosystem. Protecting the laterite forest culture means protecting the surrounding ecological environment. In the process of developing cultural tourism industry, we should follow the principle of ecological priority to realize the benign interaction between economic development and ecological protection. This paper explores an eco-friendly road to rural

revitalization, ensuring the sustainable development of Macha village, and promoting the transformation of laterite forest cultural resources into the actual driving force of Rural Revitalization. Under the background of Rural Revitalization Strategy, cultural industry is an important engine to activate the endogenous development power of rural areas. The cultural industry needs to be based on the foundation of agricultural civilization and build a cultural innovation system with regional identity. The core of laterite forest cultural empowerment can be understood as: Taking laterite forest, a specific natural landscape or regional symbol, as the carrier, by mining and refining the connotation of its natural culture, regional characteristics, historical stories, etc., these cultural elements are integrated into the local economic development, social construction, tourism development, brand building and other fields, so as to endow cultural value, enhance attraction and competitiveness for the development of related industries or regions. Simply put, "laterite forest" is not only a natural landscape, but also a symbol with cultural connotation. Drive the development of related fields through the power of culture. For example, the creation of characteristic cultural IP for laterite forest, the development of cultural and creative products based on its story, and the holding of relevant cultural activities can be seen as the concrete embodiment of "laterite forest cultural empowerment".

2. The Logic of Comprehensive Revitalization of Macha Village with the Empowerment of Lateritic Forest Culture

2.1 Drive Economic Development and Optimize Industrial Structure

Lateritic forest cultural industry has important value in activating rural economy. First, it can optimize the industrial structure of Macha village. For a long time, Macha village has been dominated by traditional planting industry, with a single structure and weak anti risk ability. Relying on the lateritic forest culture, develop industries such as characteristic tourism and cultural and creative products, and promote the transformation of rural industries from "farming led" to "cultural and tourism integration and cultural and creative empowerment". Second, it can extend the industrial chain related to lateritic forest culture and promote the integrated

development of primary, secondary and tertiary industries. "The cultural industry in rural areas includes many aspects, such as characteristic planting and breeding industry, sightseeing and tourism agriculture, historical experience of traditional farming, and Cultural Expo exhibition in rural areas." [3] in the market operation, the upstream and downstream chain of "red soil forest sightseeing - characteristic agricultural product sales - cultural and creative product development - rural homestay service" can be broken through. Promote the industrial ecology of circular linkage between agricultural planting and cultural experience. Third, it can broaden the channels of increasing villagers' income and improve the level of economic income. Villagers can participate in the operation of lateritic forest scenic spot, engage in home stay catering services, participate in the production of cultural and creative products, and transfer land to participate in cultural and tourism projects. They broke the single income model of traditional agriculture and realized the diversified income increase of "land income+labor income+industrial dividend". In this way, lateritic forest cultural resources can truly become the "source of water" to drive villagers to become rich.

2.2 Inherit Characteristic Culture and Enhance Cultural Confidence

As the unique local cultural resources of Macha village, the lateritic forest culture has the important value of condensing the rural spirit. First, the enabling process of lateritic forest culture is conducive to its inheritance and protection. The geological memory, folklore and traditional village style carried by laterite forest are the unique cultural genes of Macha village. By developing the cultural industry and bringing these resources into the systematic protection and development system, the ancient lateritic forest culture can continue its vitality in contemporary life. Second, building a lateritic forest cultural brand can enhance the villagers' sense of identity and pride in local culture. The unique landform and human story of the lateritic forest are the distinctive marks that distinguish Macha village from other villages. By refining cultural symbols and holding special festivals to shape brands, villagers can intuitively feel the value and charm of local culture. From "accustomed to" to "proud", strengthen the emotional connection with hometown. Third, it

can promote the creative transformation and innovative development of lateritic forest culture. Through the empowerment of the cultural industry, it can be transformed from "geological landscape" and "ancient legends" into immersive experience projects and artistic creation materials. Let the traditional context combine with modern aesthetics and consumer demand, and endow the lateritic forest culture with New Era Connotation in innovation.

2.3 Improve the Ecological Environment and Build a Livable Village

Ecological livability is the guarantee for the comprehensive revitalization of Macha village. First, it can promote the coordination between tourism development and ecological protection. As a unique geological landscape, the vulnerability of lateritic forest determines that the development must be based on protection. In the development of cultural tourism industry, the ecological protection red line should be delimited and the low-carbon development mode should be adopted to avoid damage to the landscape caused by excessive development. Realize the virtuous circle of "development serves protection and protection builds foundation for development". Second, taking the lateritic forest culture as the guide can improve the overall style of the countryside and improve the quality of the living environment. Around the "native" and "natural" nature of lateritic forest culture, the village appearance can be improved (such as clearing debris and planting native plants). Let the rural buildings echo with the red forest landscape, and integrate the roads and courtyards with the natural ecology, which not only retains the original flavor of the countryside, but also improves the livable comfort. Third, it can enhance the villagers' awareness of environmental protection and form a good ecological protection atmosphere. In the process of cultural empowerment, by publicizing the ecological value of laterite forest and organizing villagers to participate in landscape maintenance, villagers are made aware that "protecting laterite forest is protecting their homes". From passive compliance to active participation, a good atmosphere of "everyone protecting ecology and benefiting everyone from ecology" has been formed.

2.4 Cultivate New Villagers and Promote Social Harmony

Talent revitalization is the basis for the comprehensive revitalization of Macha village. The development of lateritic forest culture related industries can provide strong support for the cultivation and retention of rural talents. First, the development of lateritic forest culture related industries can provide employment opportunities for villagers and reduce brain drain. With the implementation of the lateritic forest cultural tourism project, cultural and creative workshops, villagers can engage in the nearby work of tour guide interpretation, home stay management, cultural and creative production, etc. Villagers can obtain stable income without leaving their hometown. It can not only keep the labor force in the countryside, but also attract migrant workers to return home to participate in the construction of their hometown, so as to retain the "local strength" for Rural Revitalization. Second, through the lateritic forest cultural activities and skill training, the villagers' cultural literacy and skill level can be improved. Geological knowledge lectures, cultural and creative design training, tourism service training and other activities around the lateritic forest culture. It can not only help villagers understand the value of local culture, but also master practical skills. This mode of "cultural infiltration+skill empowerment" has imperceptibly improved the comprehensive quality of villagers. Cultivate a group of rural practical talents who understand culture, can operate and are good at service. Third, it can enhance the villagers' sense of gain, happiness and security, and promote the stability and harmony of rural society. The state proposed to "strengthen the construction of rural working teams that understand agriculture, love the countryside and love farmers. Give full play to the main role of farmers, improve the sense of gain, happiness and security of farmers, and take new steps in the journey of realizing agricultural and rural modernization." [4]. The income growth brought by the lateritic forest cultural industry has made the villagers' money bags more generous and their sense of material gain significantly improved. The village features have been improved and cultural activities have been enriched. These make the villagers feel the improvement of the quality of life in the familiar local environment, and the sense of happiness is continuously enhanced. Stable employment and development prospects can give villagers more confidence in the future, and their sense of

security will continue to consolidate. The promotion of these "three senses" can inject lasting power into the harmony and stability of Macha village.

3. Cultural Empowerment Development Bottleneck of the Comprehensive Revitalization of Macha Village

It is a long and arduous process for the cultural industry to empower the rural comprehensive revitalization, which is still facing many difficulties. These difficulties are intertwined, which restricts the deep empowerment of the cultural industry to the comprehensive revitalization of the countryside.

3.1 Insufficient Excavation and Presentation of Cultural Characteristics of Lateritic Forest

At present, there are still some problems to be solved in the academic and practical circles on the connotation mining and value transformation of lateritic forest culture, mainly in the following three dimensions: first, the absence of local cultural representation. Macha village, as the carrier of lateritic forest culture, its cultural industry construction failed to fully reflect the local regional characteristics. Due to its lack of cultural symbol system with village identity, cultural output tends to be homogeneous, and it is difficult to form differentiated cultural competitiveness. Second, the momentum of product innovation is insufficient. The existing lateritic forest cultural derivatives and experience projects have serious homogenization. Product research and development remain at the stage of surface morphology imitation, lacking in-depth excavation of the geological characteristics, ecological value and humanistic connotation of lateritic forest. This lack of innovation leads to a reduction in consumer experience and participation, and it is difficult to form a sustainable market attraction. Third, the brand building ability is weak. Products with lateritic forest cultural elements have not yet formed a systematic brand system. Problems such as vague brand positioning, low visual recognition and lack of narrative ability are prominent. The lag of brand construction seriously restricts the market communication efficiency of lateritic forest culture, making it difficult to break through the regional restrictions and form a wide range of cultural

influence.

3.2 Lack of Digital Technology Support

"The fundamental way for a place and an enterprise to break through the bottleneck of development and solve deep-seated contradictions and problems lies in innovation, and the key depends on scientific and technological forces." [5] At present, the enabling role of digital technology in promoting the development of rural cultural industry has not been fully released. This phenomenon is embodied in the following three key levels in the lateritic forest cultural industry in Macha Village: first, the structural lack of digital infrastructure restricts the effectiveness of cultural communication. The existing network coverage, data transmission and the popularity of intelligent terminals in Macha village are relatively low, which limits the digital presentation and cross regional dissemination of lateritic forest culture. This lagging infrastructure not only hinders the instant sharing of cultural content. At the same time, it weakens its exposure and influence in the digital media environment, and is difficult to form a wide range of social cognition and market attention. Second, the insufficient digital conversion rate of cultural resources limits sustainable development. The digital collection, storage and development of lateritic forest cultural resources is still in its infancy. The application of high-precision 3D modeling, virtual reality (VR) and augmented reality (AR) technologies is scarce. It makes its unique natural landscape and humanistic connotation difficult to be completely presented in digital form. Third, the weak digital literacy of the subject hinders the process of technology empowerment. As the core subject of lateritic forest cultural heritage and industrial development, villagers' digital technology application ability is generally insufficient. This is manifested by the lack of digital tool operation skills, the lack of Internet thinking and the limited ability to create digital content. This situation makes it difficult for villagers to effectively use digital channels such as e-commerce, social media and short video platforms to promote lateritic forest cultural products, and to fully participate in emerging formats such as digital cultural tourism and cloud exhibition. Finally, the integration degree of digital technology and cultural industry

development is insufficient, and it is difficult to form endogenous growth power.

3.3 Talent Reserve Shortage

In the process of lateritic forest culture industrialization, the lack of human resources and structural imbalance has become an important bottleneck restricting its sustainable development. It is mainly reflected in the following three dimensions: first, the ability of industrialization operation of local talents is insufficient, and the consciousness of market orientation is weak. Although the local cultural practitioners in Macha village have rich local cultural knowledge, they generally lack the professional quality of modern cultural industry operation, including market analysis, brand planning, product development and marketing promotion. This ability fault makes it difficult for the cultural resources of lateritic forest to be effectively transformed into cultural products with market competitiveness, and the collaborative transformation efficiency of cultural value and economic value is low. Second, the introduction of external talents is weak, and professional intellectual support is absent. Restricted by factors such as rural location conditions, career development platform and public service supporting facilities, Macha village is difficult to attract professional talents in cultural creativity, digital technology, brand management and other fields. The lack of mechanism for attracting and retaining foreign talents makes the upgrading of rural characteristic cultural industry lack of necessary intellectual capital support, leading to the industrial development hovering in the stage of low-level homogeneous competition for a long time. Third, the talent training and incentive mechanism is not perfect, and the brain drain phenomenon is serious. At present, the lateritic forest cultural industry has not yet established a systematic talent training system, and there are significant gaps in professional skills training, career development channels and innovation and entrepreneurship support policies. Due to the lack of career prospects and value returns, local young talents flow to cities in one direction, forming a vicious circle of "brain drain - Industrial downturn - resource depletion". To solve the talent dilemma of lateritic forest cultural industry, we need to build a collaborative mechanism of "local cultivation+external introduction+ecological

construction": on the one hand, we should improve the market-oriented operation ability of local talents through school enterprise cooperation and special training. On the other hand, it is necessary to optimize the talent policy and absorb professional talents by means of flexible Introduction and project cooperation. Create a talent ecology of "attracting, retaining and using well", and provide the core driving force for the branding and sustainable development of lateritic forest cultural industry.

4. Breakthrough Path for the Comprehensive Revitalization of Macha Village with the Empowerment of Lateritic Forest Culture

4.1 Create a Characteristic Brand with "Lateritic Forest Culture+Creativity"

"The fundamental way out for a place and an enterprise to break through the bottleneck of development and solve deep-seated contradictions and problems lies in innovation, and the key depends on scientific and technological forces." "at present, the local cultural industry is lack of independent innovation ability, the extensive development of cultural brands and the division of troops cause the low added value of cultural brand industry, and the lack of close and effective business linkage between the industrial chain and the business sector." [6] the cultural industry enables the comprehensive revitalization of rural areas, and we should take the agricultural culture as the background to create creative agricultural culture brands. On the one hand, we should deeply explore the cultural connotation of lateritic forest and design creative cultural products and experience projects. Develop cultural and creative derivatives with practical value by using modern technology to realize the life application of cultural elements. "Select and extract 'symbolizable' characteristic local cultural elements based on the criteria of high recognition and strong value attributes to ensure the precise positioning of local cultural IP resources." [5] On the other hand, it is necessary to create lateritic forest cultural IP, create "lateritic forest" super IP, establish distinctive brand awareness, clarify brand positioning, and achieve differentiated development. Secondly, through the development of effective marketing strategies, with the help of a variety of channels to

promote the lateritic forest cultural brand. Build a "Online+offline" integrated marketing network, use the short video platform to carry out content marketing, strengthen the local experience through cultural festivals, exhibitions and sales activities, establish a digital marketing monitoring mechanism, use big data analysis tools to track the communication effect in real time, and realize the dynamic optimization of marketing strategy. [7]

4.2 Build a Development Platform with "Lateritic Forest Culture+Digital"

"The digital divide can be divided into the first digital divide, the second digital divide and the third digital divide, which correspond to the Internet access gap, the use gap and the cognitive gap respectively." [6] The core of building a digital village is to realize the deep integration of cultural content and digital carriers, and improve the efficiency of the comprehensive revitalization of the cultural industry enabled countryside through digital means. First of all, efforts should be made to improve the digital infrastructure construction of Macha village to provide solid hardware support for the digital collection, storage and dissemination of lateritic forest culture. Secondly, we should systematically promote the digital transformation project of lateritic forest cultural resources, build a digital cultural asset database with academic value and commercial potential, and develop a comprehensive digital cultural platform integrating display, experience and transaction.[8] Third, we should make full use of the Internet, big data, artificial intelligence and other emerging technologies. Expand the online sales channels of lateritic forest cultural products through e-commerce platform, social media marketing, precision advertising, etc., and expand the market coverage and influence of cultural products.

4.3 Inject Development Vitality with "Lateritic Forest Culture+Talents"

In the process of cultural industry enabling rural comprehensive revitalization, the talent factor plays a key role. We should make the cultural industry a reservoir for rural talent accumulation and a new engine for development. [9] The primary task is to systematically cultivate local cultural talents.

Through the establishment of professional training system and the development of industry university research cooperation projects. Focus on improving its creative development ability, industrial operation ability and market expansion ability of lateritic forest cultural resources, and consolidate the talent base for industrial development. Secondly, we need to formulate a competitive talent introduction policy. It includes providing entrepreneurial support funds, improving supporting living facilities, building a career development platform, etc., and attracting professionals in the fields of cultural creativity, digital technology, brand marketing and other fields to participate in the development of the lateritic forest cultural industry in Macha village. Inject innovative vitality into industrial upgrading. Finally, we should build a diversified talent incentive mechanism. Enhance the sense of belonging of talents through equity incentives, performance awards, honor recognition and other ways. [10] Ensure that talents are "attracted, retained and used well", and maximize talent dividends. So as to promote the sustainable development of lateritic forest cultural industry and provide sustainable power for the comprehensive revitalization of rural areas.

5. Conclusion

As the unique cultural resources and ecological heritage of Macha village, lateritic forest culture has important strategic significance for promoting the comprehensive revitalization of the village. By deeply excavating the cultural connotation of lateritic forest, creating characteristic cultural brands, and promoting the development of industrial integration, it can not only effectively activate the endogenous development power of rural areas, enhance cultural confidence, but also promote the optimization and upgrading of industrial structure, and realize the coordinated development of economy, ecology and culture. At present, in the face of the realistic challenges such as insufficient development of rural cultural resources, serious homogenization competition, and talent shortage, it is necessary and urgent to accelerate the implementation of the relevant path to promote the revitalization of Macha village with lateritic forest culture empowerment. This is not only the realistic demand to solve the development dilemma of Macha village, but also

an important practice to implement the Rural Revitalization Strategy. By building a sustainable development model of "cultural heritage+industrial innovation+ecological protection", Macha village is expected to become a model of Rural Revitalization with regional characteristics and demonstration effect. This will not only bring tangible sense of gain, happiness and security to local villagers, but also provide replicable and replicable valuable experience for Rural Revitalization practice in similar areas. Under the guidance of the Rural Revitalization Strategy in the new era, the lateritic forest culture will radiate new vitality and vigor, and promote Macha village to achieve the comprehensive revitalization goals of industrial prosperity, ecological livability, rural civilization, effective governance and rich life.

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