

Research On Rural Residents' Willingness To Participate In Public Culture Under The Background Of Art-Driven Rural Revitalization

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Abstract

The problem rural areas are currently experiencing is a lack of both demand and availability for public cultural services (PCSs). The rural residents' skills (RRSs) of the local community are the driving force behind rural public cultural service, which constitutes a significant step forward due to their involvement. This research uses the "two-way supply" concept to analyze the decision-making processes of REs at the township level in Xiaotang Town, Ningbo City. The research concluded that there is already a framework in place to encourage rural residents (RRD) with special abilities to take contributions to PCS; this strategy is based on three pillars: villager acknowledgment, government empowerment, and the motivation to take part. The RRS served as intermediaries between the government and the residents whenever the supply behavior had reached a critical mass and been generated by policy direction and the need of the villages. Technology has the potential to bridge the gap between urban and rural cultural services by making cultural resources available in previously inaccessible areas. When it comes to improving rural public cultural services (RPCS), the government should work to boost the reward scheme of rural skills (RSs) to increase RRS participation motivation and expose it to the maximum potential of RS.

Keywords: Rural Revitalization, Rural Residents, Participation, China, Residents' Skills

I. INTRODUCTION

The rural regions have received a significant amount of alternative sources, especially investment capital, policy assistance, and talent referral, since the execution of the "rural revitalization (RR)" plan, under the direction of the state and the involvement of the culture. These resources have established a strong basis for village revitalization, ushering China's village growth into a new phase of village revitalization with rural development. In 2022, "Opinions on Promoting Cultural Industries to Empower Villages states, "Inherit and improve rural culture, enhance the strength of excellent conventional local culture, help realise rural industry prosperity, environmental livability,

civilised village culture, effective governance, and rich life, and create valuable impacts to improving RR and boosting rural and agricultural advancement in an all-round way." Traditional local culture revitalization gives unlimited spiritual strength to RR. The amount of RPCS is an essential metric for measuring rural culture revitalization [Pan (1), Mody and Bhoosreddy (2)]. However, our country's existing RPCS system is still afflicted by limited supply and poor service quality. When establishing an RPCS system, we may learn from traditional govt.

In ancient times, "the state's power was no lower than the county's, and the county is lower than the clan's." The clan acts independently. The squire has long been a pillar of rural life, as the provision

of public services rests on ethics and independence. The new rural talents were crucial to the provision of RPCS in the modern age since they represented the extension and development of the conventional gentry. There has been a lot of interest in the rural talents' culture around the country because of its significance in developing the rural culture. A plan to "promote talents in the rural" was included in the first paper released by the central govt in 2020 [Zhang (3), Garg and Harita (4)]. We will provide opportunities for people to educate about agriculture, establish themselves in rural areas, and assist introduce new perspectives and skills to the rural world. Our paper suggests that, in the context of efforts at RR, the state aims to train new RS and participate in public culture.

The remainder of the paper is divided into the following parts: In Section 2, literature survey shown. Section 3 contains the methodology, section 4 contains results The suggested paper's conclusion and discussion is stated in Section 5.

II. LITERATURE SURVEY

In this section, we review the RRD's willingness to participate in public culture under the background of art-driven RR. "Rural elites (RE)" from traditional Chinese culture were called "squire" in the earliest period. The word "squire" initially arose in the "Eastern Han Dynasty", and it is used to recognise officials who did anything while in govt or contributed to the country's social skills. Later, it relates to the native's virtue, talent, and esteem (Jiang (5)). Due to its conformity with conventional Confucian and representation of standard Chinese principles, the traditional education of RE has historically played an important role in China's RRD society (Ahmed (6), Rong and Wei (7)). "Village Regulations" is the oldest written law in China. Its "moral persuasion", carelessness, etiquette and customs, and sorrows suggest RS teaching people be decent and educate their hometown. In Chinese

standard political and community history, RE maintained rural community order over history. However, with the breakdown of the conventional social pattern and the shift of the gentry class, the RE progressively disappeared and the township administration became a new topic of rural community control (Shahabaz (8), Xinwan and Yu (9)). New rural talents share traits with conventional RE. First, they want to participate in rural administration, which motivates their actions. Second, they all have specific qualities, which make them realistic rural talents. New rural talents are not conventional RE. The PCS they give to the people go beyond schooling and includes cultural events. Traditional RE participates to obtain social influence while emerging rural talents seek local benefits. This distinguishes traditional RE from young rural talent. The township government's (TG) service function, notably PCS, is inadequate. Township CS is limited by practical considerations and lagging behind the city level because of a loss of economic expenditure and a desire for profit. CS must manage performance appraisal (Li and Zihan (10), Wu (11)). Keshav (13) believes that to raise the quality of public services offered locally, local govt must increase their technical, financial, and administrative capacity. Scholars argue that local govt alone can't provide local public services, hence multiple topics should contribute. Yao and Yu (14) recommended merging the supply topics to establish a "multielement coordination mechanism" to improve the overall level of rural PCS. (Salihu and Zayyanu Iyya (12), Pineda (15)) emphasized that via a significant amount of data analysis in 22 nations, the financial assistance of govt departments facilitated participation funding for nonprofit social groups and supported the enhancement of social public services. Zhang (16) analyses citizens' participation intention in ecotourism management and posits a structural link between their participation intent, environmental awareness, ecotourism attitudes,

and tourist landscape attractiveness. Analysis shows citizens' environmental awareness impacts attitudes toward ecotourism, which directly and indirectly determines ecotourism participation through landscape affinity.

“Rural society's (RS)” uniqueness renders the aforementioned approach unfeasible. First, RPCS under govt supremacy have failed; a single govt entity cannot satisfy the demands of a large number of people. Second, rural regions lack large enough social groups to participate in PCS. The engagement of RRS has become a viable option. RRD has the ability and inclination to contribute to the community as a local force, in addition to being aware of the potential laws of the greater culture. To overcome this issue, we introduce the "two-way supply" concept to analyze the decision-making processes of RE at the township level and to encourage RRD with special abilities to take contributions to PCS.

III. METHODOLOGY

This article is essentially a qualitative case study aimed at examining the efficacy and operational

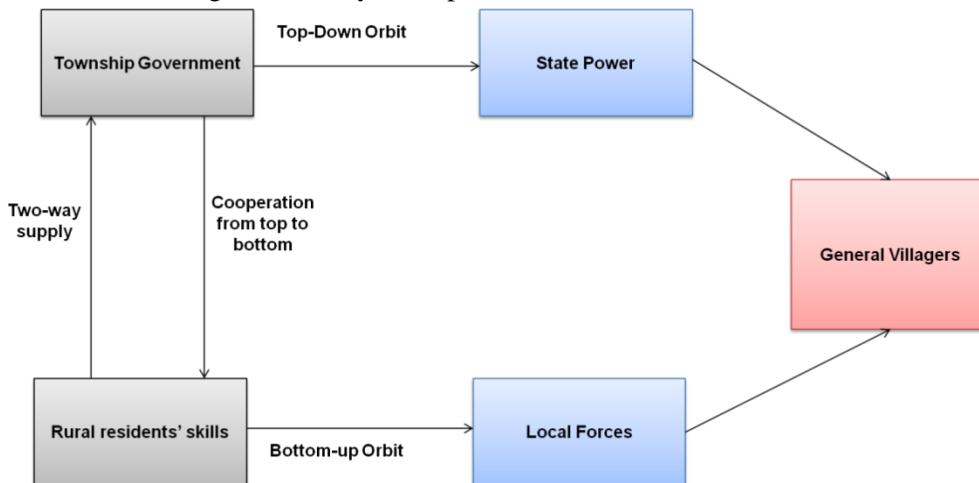


Figure 1: Analysis framework

In this structure, TG represents the “top-down track” and is the representative of state authority in the rural area. The RRS is the intrinsic strength of the RPCS supply and the rural local power's

strategy of RRS participation via communication between govt officials and RRS. We can determine the attitude of every group in the village regarding RRS via qualitative research, and we can investigate the role of RRS in the creation of PCS in “Xiaotang Town (XT)”. Some data is gathered via interviews and field investigation and evaluated using the analytical framework.

A. Framework

This study presents a two-way supply model for RPCS. “Fei Xiaotong” originally utilised “two-track politics” to evaluate conventional “Chinese bureaucracy” and local autonomy politics. He felt conventional Chinese culture was governed by two steps: “one from top to bottom” from the central govt to the local govt, and another from “bottom to top”. 2 parallel lines form the “upper and lower partition” design of traditional Chinese social control. Figure 1 depicts the analysis framework.

representatives. They work concurrently and interconnect to assist villagers. The township administration and RRS two ways supply, but cooperate in PCS. TG normalises the RRS and

provides economic, resource, and manpower assurance for RRS organisations, which support the RRS in the field of PCS; the RRS gives feedback to TG on the actual needs of the residents and TG's dependable cooperation.

B. Data collection

XT on-the-spot investigation, interviews local town govt agents, the rural committee, and residents, as well as voluntary partner organisations, gather related data, has “Xiaotang”

TG and rural virtuous population to participate in “public fixed infrastructure” in one hand research. As depicted in Figure 2, participants of social organisations and housing estate conveners constituted the majority of RRS in XT, which benefited from the establishment of the “1+7” society organisation model, which spanned the entirety of XT in the pattern of a network. XT system of residential areas is a unique investigation of the inhabitant's independence. It links the whole of XT through 353 housing estates.

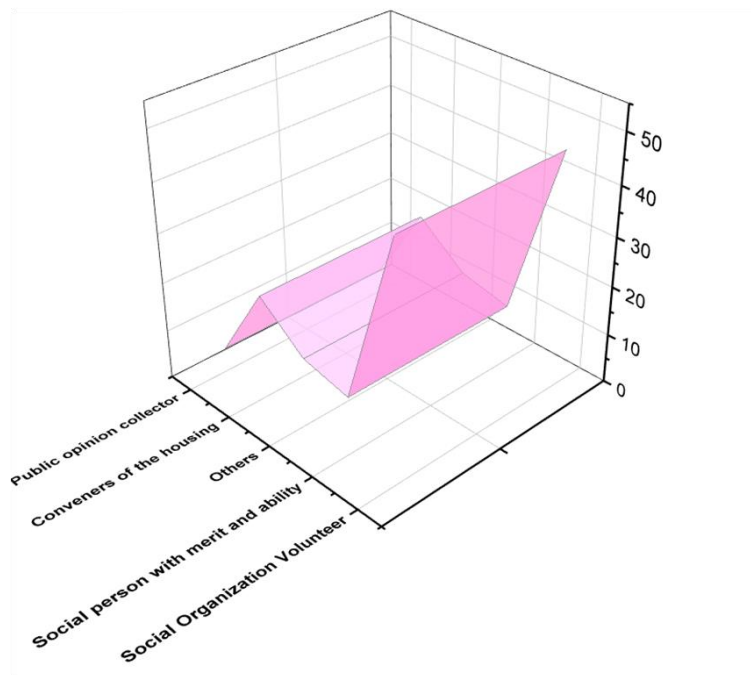


Figure 2: Distribution of fundamental township skills in XT

Through surveys and interviews with govt official, the people, and “village cadres” in XT's eight organizational villages, the town's common opinion about the PCS of RRS talents is collected. Figure 3 shows that the work of the RRD of XT

on PCS is very great, with about 75.89% of them being very satisfied or satisfied with their work. Unsatisfied respondents questioned the rationale of the RRS initiatives and worried.

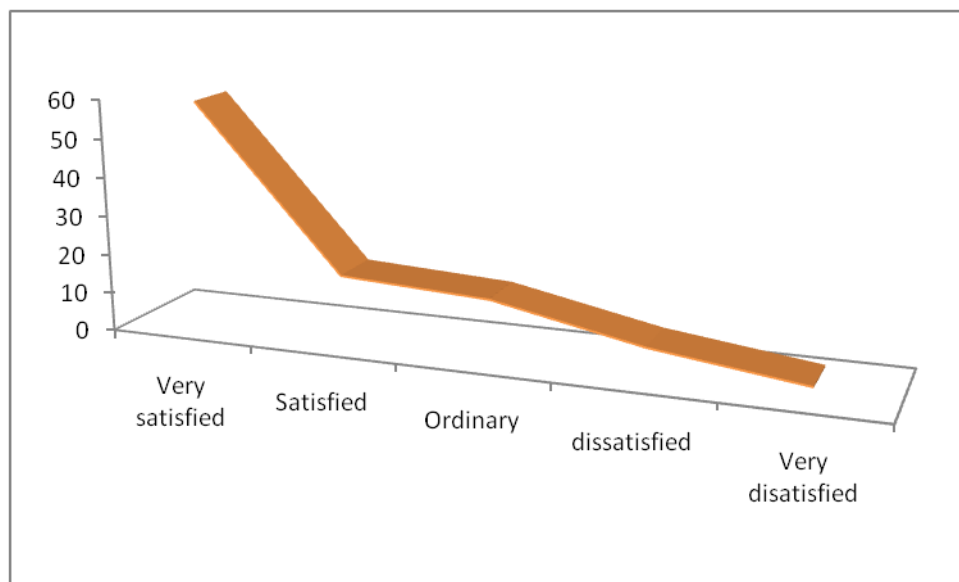


Figure 3: Xiaotang rural people's satisfaction with public cultural service

IV. EXPERIMENTAL RESULTS

A. Prerequisites for Rural Residents' Participation in PCS

TGs, regular inhabitants, and RRS are the three primary sorts of subjects involved in the RS's system for providing PCS. Inhabitants benefit directly from PCS, and their contentment affects their success. TGs are the principal suppliers of PCS, while RRS may fill gaps and offer input on service problems as beneficiaries. In fact, as a

regular villager, RRS will surpass the boundary when the repositioning process of PCS reaches a critical point, transforming them into rural talents and contributing to the supply of PCS. The study identifies three front-end mechanisms. Among them, inhabitants' permission is needed for RRS to engage in PCS, thus inhabitants' activities may overcome internal opposition. The govt empowerment assures peasants' involvement. The key is motivation. The strength and productivity of RRD participation in PCS are governed by their motivation shown in Figure 4.

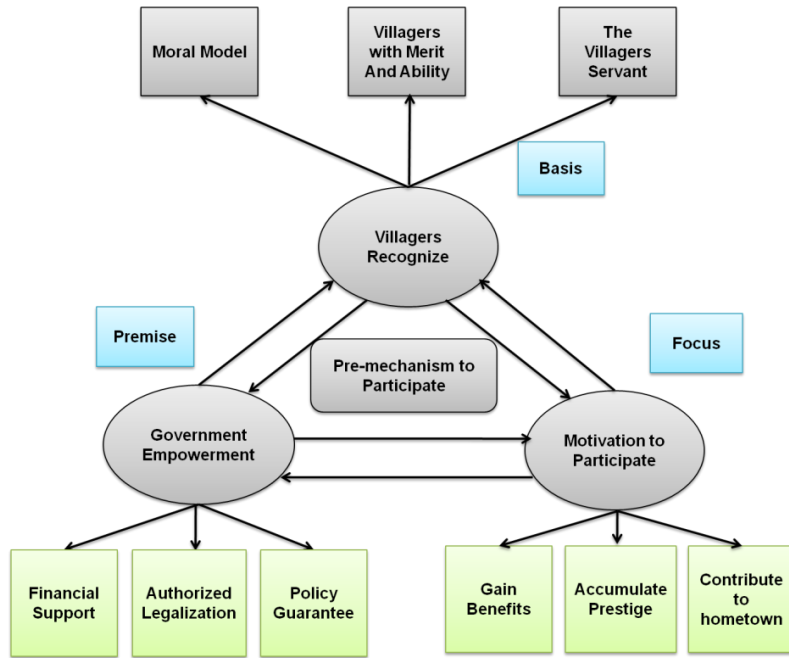


Figure 4: Premechanism for RRS to participate in rural PCS

- **Villagers' Acknowledgement:** RRD has skill. Geography and blood relationships make them eager to help the people and engage in village activities. Therefore, RRS is acknowledged by inhabitants and become a viable force in a rural buildings to address shortages in PCS. With the substantial engagement of RRS in PCS, inhabitants will enhance their acknowledgment of them, further reinforcing the basis for participation.
- **Government empowerment:** Govt empowerment legitimises rural people's abilities, which guarantees their supply and boosts their discourse power at the local level. Govt expects RRS can contribute to rural culture. Therefore, it emphasises RRS and morale throughout empowerment. The inhabitants will realise the significance of RRS in PCS, which is crucial to the govt value orientation.
- **Motivating participation:** Motivation influences whether RRS will dynamically participate in the delivery of

PCS and the degree of involvement. Although the objectives of inhabitants' involvement are various, they may be grouped into 3 types: wanting to contribute to their hometown, wanting the praise and encouragement of the inhabitants, and seeking benefit. The inhabitants' acknowledgment and the govt empowerment would boost rural talents' participation.

B. A two-way supply in skills among rural residents Logic of Action

The "villagers' approval-govt empowerment-participation motivation" is the criterion for RRS to penetrate the PCS system, and the interface process between them and the township administration and inhabitants defines their action logic in the supply front. The govt modifies the entrance barrier of various fields to lead RRS into the areas the govt wishes them to engage in with "tangible hands." Inhabitants' demands motivate RRS work.

i. TG: As the reflection of national authority in the RS, TG plays a "pillar" function in the RPCS system and has a substantial influence on RPCS supply behaviour. The central govt currently supports RS and recognises its relevance in rural culture. As the policy's executor, TG may have varied views regarding the involvement of rural talents in real employment. Such attitudes will impact the inspiration and realistic trial of RRS, influencing the provision of PCS. TG implements the central policy and absorbs RRS to supply CS via preferred policies and incentives, which may mobilise the RRS passion and favorably influence their supply behaviour. The township administration will also use a "policy-oriented approach" to manage rural people's provision of PCS so that their activities are in accordance with govt policy expectations. In certain locations, the govt will reduce or increase the barrier to help RRD adjust their PCS supply behaviour and avoid surpassing govt expectations. Xiaotang values social talent. It collects RRS via social organisations and other forms to build collective recognition, develops the capital and organisational guarantee of RRS, and improves their management. The policy guides villages to work in PCS and outlines their actions.

ii. Ordinary Villagers

While the govt deliberately guides RRS in the field it wants them to engage in via policy advice, inhabitants demand to influence their behaviour intuitively, and in certain situations, the impact is deeper

than the policy direction. RRS aspires to benefit and help communities. One criterion for measuring the efficiency of PCS is community demand. Demand for RPCS is based on inhabitants' internal cognition and work performance. It's also feasible to access inhabitants' needs. Ordinary inhabitants may not recognise the relevance of cultural life or voice their cultural service requirements, and their everyday cultural life is inadequate. Long-time rural inhabitants may discern the inhabitants' cultural needs, connect with them, and provide PCS based on this.

iii. Two-way supply- Division of labour and cooperation for "last mile"

Under rule direction, RRS express their might in the rural cultural sphere where the govt encourages them to contribute. In this process, RRS performs the twin roles of completer of PCS and feedback of inhabitants' cultural demands, augmenting the govt PCS system and reflecting the cultural needs of villages. As a result, in the Two-way Supply, the cooperative work between RRS and TG exhibits a type of "interlocking," with each side having its focus. The focus of the RRS work is on completing the "last mile" and putting the PCS in place, as well as resolving local practical issues, whereas TG gives more attention to the macro level issues like the construction of cultural facilities. Figures 5 and 6 depict the two-way supply and emphasises the division of work between TGs and RRS.

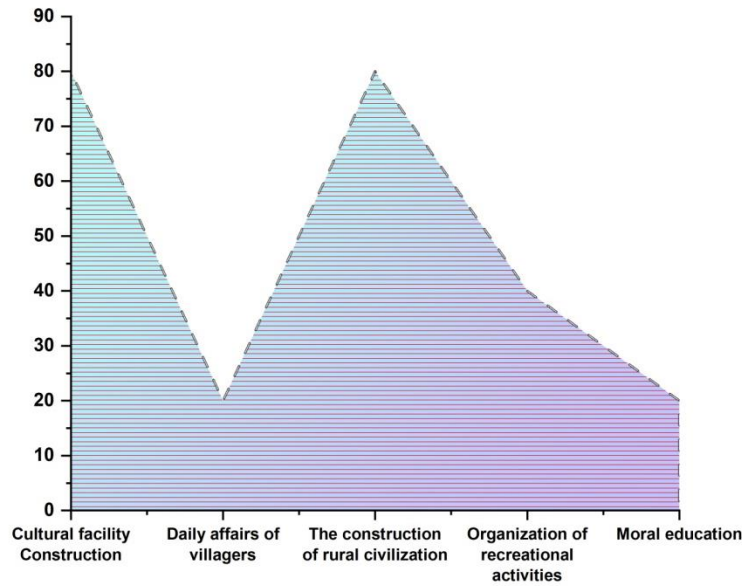


Figure 5: Two-way supply'' emphasises the division of work in TGs

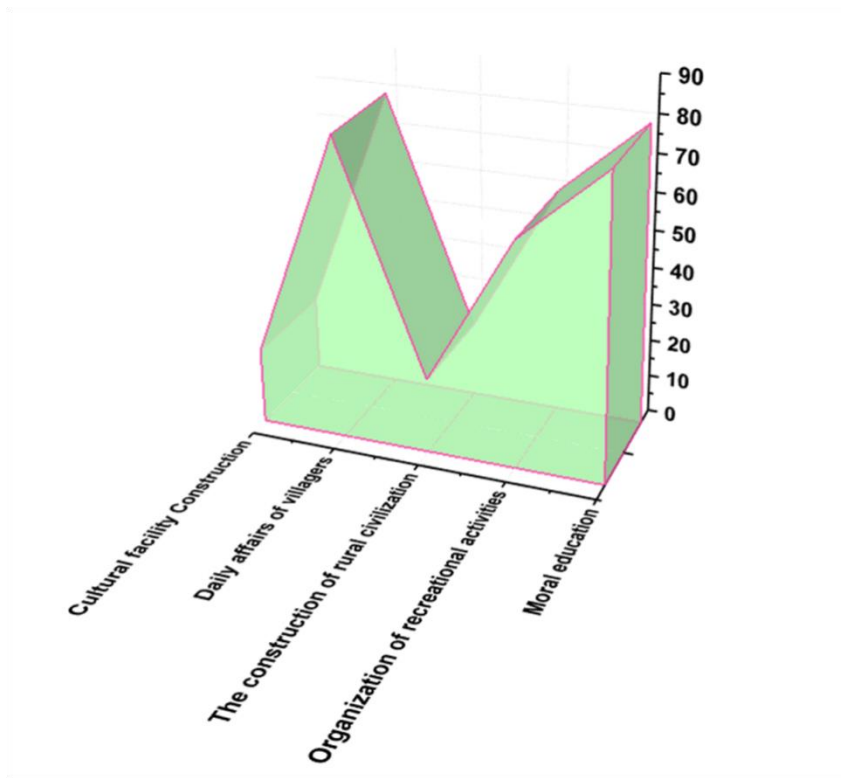


Figure 6: Two-way supply'' emphasises the division of work in rural residents' skills

In Figure 7, RRD per capita spending on education and culture climbed steadily from 2016 to 2020, but it was significantly low than that of

urban people, and the gap was increasing year by year.

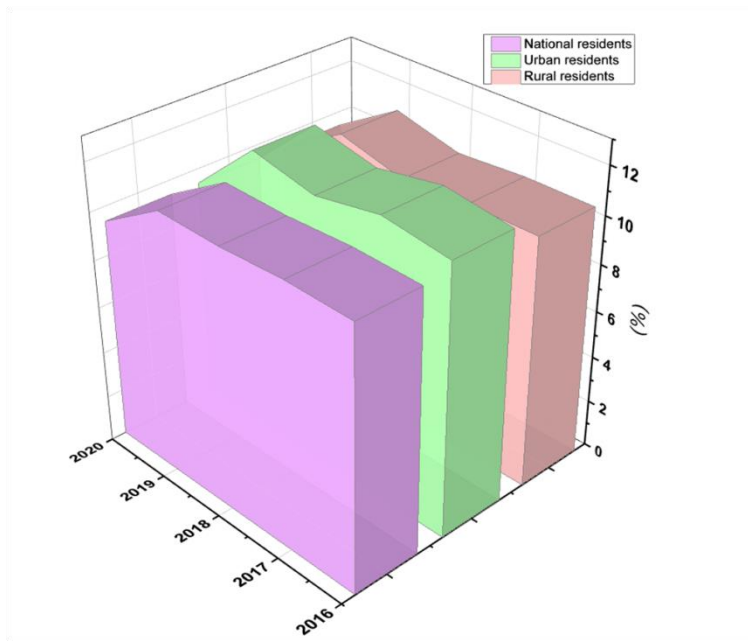


Figure 7: Ratio of nationwide per-capita expense on culture and education to total expense, 2016–2020

Figure 8 depicts the decline of cultural stations in China's villages and cities. 2020 had 32,850, with 37.50 million visitors. Existing equipment can't

meet the rural masses' cultural needs. Low levels of PCS facilities in rural areas make it hard to meet growing demand.

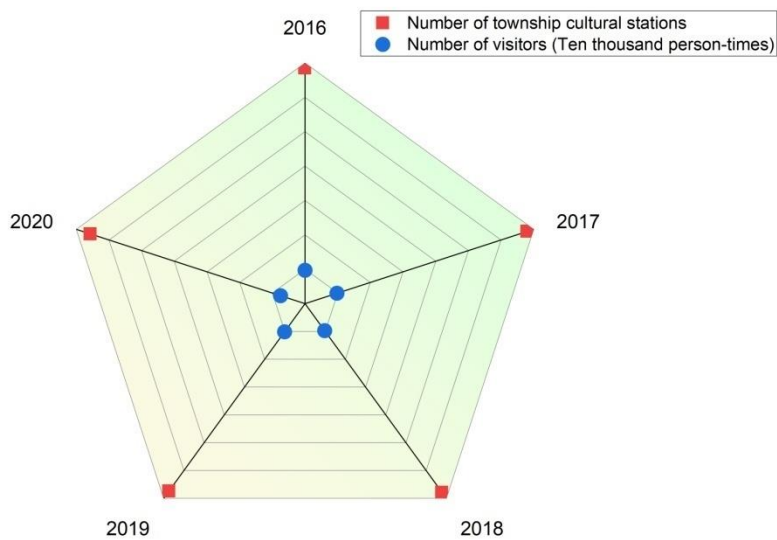


Figure 8: Nationwide township cultural stations and visits 2016-2020

V. CONCLUSION AND DISCUSSION

AND

The delivery of PCS under our govt leadership has a supply-and-demand issue owing to

performance-oriented motives, particularly in rural areas due to farmers' inability to communicate and comment on their demands. How to allow RPCS to sink into the village and fulfill peasant cultural requirements is a difficult building challenge. RRS has become a solution. Under the supervision of policies and inhabitants' demands, RRS has created unique action logic of "two-way supply" with township administration, this serves as a bridge to remove obstacles to communication between the govt and the people. Govt empowerment, inhabitants' acceptance, and participation motivation are the "front-end mechanisms" for RRS to engage in the provision of PCS and enhance their supply behaviour in interaction. Participation in RRS must be based on rural social culture, and promoting the RS culture will boost the RRS team. Govt assistance is crucial to putting RRS to use. The inhabitants' behaviours are justified based on the govt empowerment. Lack of govt empowerment causes local governance chaos. The govt may give organisational and financial assistance for RRS action, boosting their abilities. This research has several flaws due to restrictions: To determine if the results are applicable, it could be essential to study them in conjunction with additional scenarios. Additionally, there is some excellent study on the prerequisites for the participation of RRS. In fact, it is challenging to enumerate the requirements for the involvement of rural people's talents. Only the three organisations with the greatest level of impact are chosen here. How may the skills of RRD play a special role in the sphere of PCS are related questions. How many policies be used by the govt to direct and control peasant behaviour? And which variables have a bigger impact on the rural people's skill supply behaviour? There are still many concerns that need to be researched in depth.

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