

# ***Construction Path of Cultural Identity in Rural Revitalization in Ethnic Areas under the Background of New Era***

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**Abstract:** This article focuses on the construction of cultural identity in the revitalization of rural areas in ethnic areas under the background of the new era. With the acceleration of globalization and modernization, rural cultural identity in ethnic areas is facing many challenges, which is crucial to the overall revitalization of the countryside. This article analyzes the internal relationship between cultural identity and rural revitalization through literature research and interdisciplinary research, integrating ethnology and sociology. It is found that cultural identity can promote rural revitalization in ethnic areas in terms of economic development, social cohesion and cultural inheritance and innovation, and vice versa. However, there are challenges such as the impact of globalization, self-development constraints and cultural communication. Based on this, this article proposes to build a cultural identity path from strengthening the development of cultural industry, strengthening the inheritance of cultural education, optimizing cultural communication and improving policy support and guarantee.

## **1. Introduction**

In the new era, the rural revitalization strategy has become an important measure to solve the "three rural issues" and promote the integration of urban and rural development in China [1]. As an important part of China's regional and cultural diversity, the rural revitalization of ethnic areas is of great significance to the overall development of the country and the unity and stability of ethnic groups [2]. Villages in ethnic areas not only carry unique natural scenery, but also contain profound national cultural heritage [3]. However, with the acceleration of globalization and modernization, rural areas in ethnic areas are facing many challenges, and the problem of cultural identity is gradually prominent.

As a sense of belonging and identity to the national culture, cultural identity is an important spiritual bond to maintain social stability and promote economic development in ethnic areas [4]. In the process of rural revitalization, cultural identity can not only enhance the cohesion and centripetal force of villagers in ethnic areas, but also stimulate their enthusiasm and initiative to participate in rural construction. It can also promote the development of cultural industries by tapping and utilizing ethnic cultural resources and inject new impetus into rural revitalization [5].

On the contrary, the economic development, infrastructure improvement and social environment optimization brought by rural revitalization provide a solid material foundation and a good social atmosphere for the cultivation and strengthening of cultural identity.

At present, scholars have carried out some research on rural revitalization and cultural identity in ethnic areas. Some studies mainly focus on the present situation of rural culture in ethnic areas and the influence of cultural identity on rural development [6]. Others have accumulated some experience in the construction and identification of rural culture. But on the whole, the systematic research on the construction path of cultural identity in rural revitalization in ethnic areas under the background of the new era is still insufficient [7]. Therefore, it is of great significance to explore this topic in depth for enriching the theory of rural revitalization in ethnic areas and promoting the coordinated development of economy, society and culture in ethnic areas. The purpose of this study is to explore the feasible construction path of cultural identity by analyzing the internal relationship between cultural identity and rural revitalization, and to provide useful reference for the sustainable development of rural areas in ethnic areas.

## **2. Related concepts and theoretical basis**

Ethnic minority areas usually refer to areas where ethnic minorities live in compact communities, which are mostly distributed in the border areas or mountainous areas. The ethnic groups in these areas are diverse, and each ethnic group has its own unique language, religion, customs, etc. Its economic and social development level and cultural form have their own characteristics and are interrelated with the overall development of the country [8]. Rural revitalization covers the requirements of industrial prosperity, ecological livability, rural civilization, effective governance, affluent life and so on, aiming at realizing the all-round development of rural economy, society, culture and ecology. Because of its special national cultural background, rural revitalization in ethnic areas has unique needs in industrial selection and cultural inheritance. Cultural identity refers to the recognition, acceptance and sense of belonging of individuals or groups to their own culture, which is reflected in the recognition of cultural elements such as national values, beliefs, customs and arts [9]. It includes three levels: cognition, emotion and behavior, and is an important basis for national cohesion and cultural inheritance.

## **3. The relationship between rural revitalization and cultural identity in ethnic areas in the new era**

### **(1) The promotion of cultural identity to rural revitalization in ethnic areas**

Cultural identity can stimulate the vitality of unique cultural resources in ethnic areas and help rural economic development. Take the cultural industry as an example. When villagers highly identify with their own national culture, they will participate in the development of cultural industries more actively. Cultural identity helps to shape cultural brands and enhance market competitiveness. Consumers are often more interested in products with distinctive national cultural characteristics. Cultural identity urges ethnic areas to explore cultural connotations, build distinctive brands and promote rural economic development.

Cultural identity is an important link to maintain ethnic relations and community harmony. In rural areas in ethnic areas, common cultural beliefs and customs make villagers closely linked. Cultural identity can also stimulate the enthusiasm of villagers to participate in rural construction. When villagers are full of identity with their hometown culture, they will be more willing to contribute to rural development and actively participate in infrastructure construction and ecological protection.

The rich cultural heritage in ethnic areas is a treasure of the countryside, and cultural identity

urges villagers to consciously protect and inherit these heritages. From ancient national architecture to traditional song and dance art, it has been passed down from generation to generation because of cultural identity. Moreover, cultural identity provides impetus for cultural innovation. On the basis of in-depth understanding of the national culture, villagers combine modern elements to innovate, such as integrating national music with modern pop music to create more dynamic cultural products, which not only enriches the cultural connotation, but also adapts to the development needs of the times.

#### (2) The feedback effect of rural revitalization on cultural identity in ethnic areas

The economic development brought about by rural revitalization has enabled ethnic areas to invest more funds in cultural construction. On the one hand, infrastructure has been improved, such as building cultural squares, libraries and other places for cultural activities, to facilitate villagers to carry out cultural activities. On the other hand, economic development improves villagers' living standards, giving them more time and energy to participate in cultural activities and enhancing their sense of identity with their own culture. With the development of rural tourism, villagers' income has increased, and they have the ability to purchase traditional costumes and musical instruments to better inherit national culture. Table 1 visually presents this change:

Table 1: Comparison of Cultural Infrastructure Changes Before and After Rural Revitalization in Ethnic Regions

Category	Before Rural Revitalization	After Rural Revitalization
Number of Cultural Squares	0 - 1	2 - 5 (depending on scale)
Library (Book Collection)	Less than 1000 volumes	5000 - 10000 volumes
Participation Rate in Cultural Activities	Around 30%	Over 70%

In the process of rural revitalization, the government issued a series of cultural development policies to create a good environment for cultural identity. In terms of personnel training, by holding cultural heritage training courses and attracting cultural talents to the countryside, fresh blood is injected into the national cultural heritage. The construction of various cultural communication platforms, including the holding of national cultural festivals and the construction of cultural websites, can effectively expand the influence of national culture and enhance the villagers' pride and sense of identity with their national culture.

## 4. The challenges faced by the construction of cultural identity in ethnic areas in the new era

#### (1) The impact of globalization and modernization

In the process of globalization and modernization, foreign culture and modern culture flood into ethnic areas, which has a strong impact on ethnic culture. From the perspective of values, modern society emphasizes the concepts of efficiency and competition, which conflicts with the traditional values of collectivism and harmonious coexistence in some ethnic areas. In terms of lifestyle, the modern and convenient lifestyle has changed the original living habits of villagers in ethnic areas and adversely affected the inheritance of traditional culture. Table 2 shows this phenomenon intuitively:

Table 2: Survey on the Impact on Cultural Concepts and Lifestyles in Ethnic Regions

Survey Item	Impact Level (%)
Diminishment of Traditional Values	60
Decrease in Frequency of Wearing Ethnic Costumes	75
Decline in Importance Attached to Traditional Festivals	55

National culture faces many difficulties in the process of adapting to the development of modern society. The lack of competitiveness of cultural industry is one of the key problems. The cultural

industry in ethnic areas started late and has a small scale, lacking professional operation and management talents. The lack of cultural innovation ability is also a restrictive factor. When national culture is integrated with modern elements, it often faces problems such as lack of creativity and backward technology, which leads to the lack of market appeal of cultural products.

(2) The development constraints of ethnic areas themselves

The economic development in ethnic areas is relatively backward, which seriously restricts cultural construction. The shortage of capital investment is the primary problem, and the limited financial income makes the investment in cultural undertakings insufficient. Imperfect infrastructure also affects cultural communication, and the transportation in remote ethnic areas is inconvenient and the network coverage is insufficient, which makes it difficult to promote cultural resources. Table 3 reflects this situation:

Table 3: Funding and Infrastructure for Cultural Construction in Ethnic Regions

Item	Specific Situation
Proportion of Cultural Construction Funding in Fiscal Expenditure	Below 5%
Annual Funding Gap for Cultural Venue Maintenance	Average of 500,000 - 1,000,000 yuan
Network Coverage in Remote Rural Areas	Around 60%

The brain drain in ethnic areas is serious, and a large number of young and middle-aged laborers are leaving, which leads to the lack of cultural inheritance subjects. Young people leave the countryside in pursuit of better development opportunities, leaving some traditional skills untouched. At the same time, the training system of cultural heritage talents is not perfect, and it is difficult to cultivate high-quality cultural heritage talents because of the lack of professional training institutions and teachers, which further aggravates the problem of cultural heritage fault.

(3) Cultural communication and exchange

Cultural communication in ethnic minority areas mainly depends on traditional media, but it is not fully integrated with new media. Traditional media have limitations in communication scope and interaction, and it is difficult to meet the needs of modern cultural communication. At the same time, without effective cultural marketing and promotion strategies, the cultural product "bred in an inner chamber, with no one knowing her" cannot fully display the charm of national culture. There are barriers to cultural exchanges between regions and ethnic groups, and cultural differences between different ethnic groups and geographical distance increase the difficulty of communication. Cultural communication with the outside world lacks depth and breadth, and ethnic areas can only carry out some shallow cultural exhibition activities, so it is difficult to learn from the advanced cultural development experience of the outside world and limit the construction of cultural identity.

## 5. The construction path of cultural identity in rural revitalization in ethnic areas in the new era

(1) Strengthen the development of cultural industries and enhance the cultural and economic value

It is the key to tap national cultural resources and create characteristic cultural industries. Ethnic areas are rich in cultural resources, such as unique folk customs, handicrafts and so on. It is also essential to promote cultural industry innovation and enhance market competitiveness. The application of modern science and technology can create an immersive cultural experience for tourists. The innovation of business model has effectively broadened the market channels through the implementation of "online and offline" integrated sales methods.

(2) Strengthen cultural education and inheritance, and cultivate the subject of cultural identity

The improvement of the school education system contributes to the inheritance of ethnic culture. Schools in ethnic regions incorporate ethnic history, legends, and traditional skills into their

teaching content by offering courses on ethnic culture and developing distinctive teaching materials. The cultivation of teachers' ethnic cultural literacy and the implementation of regular training can deepen their understanding of ethnic culture, thereby improving teaching effectiveness. The strengthening of social education functions has promoted the popularization of ethnic cultural knowledge. The organization of various cultural activities, including national cultural exhibitions and folk experience activities, effectively enhances the cultural experience of villagers. The use of new media platforms such as TikTok and WeChat has significantly expanded cultural influence through the dissemination of ethnic cultural short videos and articles.

### (3) Optimize cultural communication and exchange, and expand the space of cultural identity

The construction of a multicultural communication system requires the integration of traditional and new media resources. Traditional media give full play to authoritative and professional advantages to produce high-quality cultural programs; New media make use of the characteristics of fast communication speed and wide coverage to spread widely. The strengthening of the construction of cultural communication talent team helps to cultivate professional talents who not only master ethnic cultural knowledge but also are proficient in new media operation. The promotion of cultural exchange and cooperation between regions and ethnic groups has effectively enhanced cultural understanding through the organization of cultural exchange activities, inviting cultural groups from different regions and ethnic groups to participate. The implementation of cross regional cultural industry cooperation projects has achieved the joint development of cultural products and the sharing of market resources.

### (4) Improve policy support and guarantee, and create a cultural identity environment

The government has introduced preferential policies to encourage the development of cultural industries, such as tax relief and loan support. The establishment of special funds for cultural development provides financial support for the protection of cultural heritage and the development of cultural industry projects. The government should establish and improve the cultural management and service mechanism, improve the cultural heritage protection system, and clarify the scope of protection and the responsible subject. The improvement of public cultural service level needs to be achieved through the construction of cultural venues and the allocation of professional personnel, in order to provide villagers with rich and colorful cultural activities.

## 6. Conclusions

Rural revitalization and cultural identity in ethnic areas in the new era are closely linked and mutually promoted. As the spiritual core of the development of ethnic areas, cultural identity has played an important role in promoting the revitalization of rural economy, society and culture. It stimulates the economic value of national cultural resources, strengthens the cohesion of rural society and promotes the inheritance and innovation of culture. The improvement of material foundation and the creation of a good environment brought about by rural revitalization also provide strong support for the strengthening of cultural identity.

However, it is undeniable that ethnic areas are facing many challenges in the process of building cultural identity. In order to realize the sustainable development of rural areas in ethnic areas, it is necessary to construct a cultural identity path in a multi-pronged manner. The strengthening of cultural industry development requires in-depth exploration of ethnic cultural resources and the enhancement of economic value through innovative development models. The promotion of cultural education and inheritance work requires the improvement of school and social education systems, and efforts to cultivate cultural identity subjects. The optimization of cultural exchange requires the construction of a diverse system to promote deep cooperation between regions and ethnic groups. The improvement of policy support and guarantees has created favorable environmental conditions

for cultural development. Through these paths, it is expected to promote the benign interaction between rural revitalization and cultural identity in ethnic areas, realize the coordinated development of economy, society and culture in ethnic areas, and lay a solid foundation for the overall development of the country and national unity and stability.

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