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Crafting Strategies for Ambience Economy in Rural Revitalization: A Scholarly Endeavor

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Abstract

Amidst the relentless march of urbanization, rural revitalization has emerged as a pivotal agenda in China's socio-economic landscape. The ambience economy, a paradigm that prioritizes emotional engagement and experiential value, presents a latent yet formidable potential for invigorating rural economies. This paper endeavors to delineate strategies for harnessing the ambience economy to foster a distinctive rural atmosphere, thereby catalyzing economic growth in rural regions. Utilizing a comprehensive literature review and in-depth case studies, the research articulates a novel array of approaches that align with contemporary demands and chart a course for the sustainable progression of rural revitalization.

Keywords: Rural Revitalization; Ambience Economy; Design Strategies; Sustainable Development

1. Introduction

The publication of the “Opinions on Comprehensively Advancing Rural Revitalization Work in 2023” by the Central Committee of the Communist Party of China and the State Council underscores the pivotal role of rural revitalization as a strategic priority in the current era of China's rural development. Academic research has delved into various facets of this endeavor, including the integration of urban and rural development [1], the empowerment of digital technologies [2], and the transformative impact of the digital economy on rural revitalization [3]. This study seeks to bridge the gap between the ambience economy and rural revitalization, employing theoretical frameworks to elucidate the latter, with the objective of formulating design strategies that can invigorate the design of new rural settlements and stimulate economic growth.

While the ambience economy and rural revitalization are conceptually distinct, they are not mutually exclusive. The ambience economy, characterized by the cultivation of

distinctive environmental ambiance and cultural experiences to foster economic vibrancy, has proven its efficacy in urban contexts, such as through theme parks, cultural festivals, and unique neighborhood developments. These attractions have successfully drawn substantial tourist and consumer traffic, thereby boosting economic activity. In the rural context, the potential to harness the natural beauty, rich cultural heritage, and historical architecture of rural areas to create a compelling rural ambiance is immense. Such an ambiance can attract a diverse audience, including tourists, artists, and cultural aficionados, and serve as a catalyst for the creation of novel economic opportunities.

2. Theoretical Interpretation of Rural Ambiance Economy

2.1 Cultural Economics as a Theoretical Framework for Rural Revitalization Strategies

Cultural economics theory serves as a pivotal theoretical foundation for devising strategies aimed at rural revitalization. This framework posits that rural communities can leverage their cultural heritage to forge distinctive cultural identities and resources, which in turn can attract tourists and consumers, fostering economic prosperity. The marketization of rural cultural products and industries is a key focus within cultural economics, which also underscores the significance of ambiance economy. By crafting unique environments and experiences, this approach enhances visitor engagement and loyalty, thereby amplifying economic outcomes. Cultural economics further emphasizes the preservation and appreciation of cultural assets, such as history, traditions, and local customs, within the design process to sustain the rural landscape's distinctiveness and allure.

In the pursuit of economic growth and societal evolution, design must reconcile traditional values with innovation and modernization. The cultivation of cultural industries, including arts, crafts, and creative cultural sectors, is highlighted as a means to invigorate rural economies. Community engagement in cultural activities is also championed, as it fosters social cohesion and community development. Cultural tourism is recognized as a strategic pillar for rural revitalization, with design efforts directed towards creating compelling cultural tourism products that can draw visitors and boost local incomes.

Cultural economics further advocates for educational and skill development initiatives to nurture the next generation of cultural industry professionals, ensuring the continuity and innovation of cultural traditions. Policy and resource allocation guidance is also provided, suggesting that governments and relevant institutions should implement measures to stimulate the cultural economy, such as financial support, tax incentives, and legal frameworks.

The theory of cultural economics underscores the imperative of harmonizing cultural and economic considerations in the design of rural revitalization strategies. It advocates for the protection and promotion of rural cultural heritage, the encouragement of innovation, the nurturing of cultural industries, and the facilitation of community participation to achieve a sustainable and culturally rich rural revitalization. These principles offer a robust theoretical underpinning for crafting strategies that align with contemporary needs and aspirations for rural development.

2.2 The Theory of Local Cultural Identity

The theory of local cultural identity posits that a strong sense of belonging and identification with the cultural distinctiveness of one's locale is paramount for the enduring development of rural communities [6]. By investing in the preservation and promotion of rural cultural heritage, the cultural self-confidence and active engagement of residents are significantly amplified. Cultural legacy and conservation are intertwined with the sustainability of rural areas, where traditions and customs are not only the heart of the community but also the cornerstone of its identity. By safeguarding and perpetuating these cultural elements, the unique identity and allure of the village are maintained, fostering its flourishing.

The ambiance economy, characterized by the cultivation of unique environments and experiences, is a key strategy for sustainable rural development. Initiatives such as themed districts and cultural festivals serve to create distinctive atmospheres that draw tourists and consumers, thereby stimulating the local economy. In nurturing this ambiance economy, it is imperative to honor and celebrate local cultural traits, ensuring that visitors are immersed in the village's unique charm and cultural richness.

Sustainable development in rural areas necessitates a harmonious balance between economic advancement and environmental stewardship. The conservation of resources and the pursuit of sustainability are interdependent; only through the protection of natural and ecological assets can the long-term economic health of rural regions be secured.

In crafting strategies for rural revitalization, the principles of local cultural identity must be integral to the planning and implementation of policies that resonate with the local context. The government's role in this endeavor is indispensable. It must prioritize cultural heritage and protection, enact policies that bolster rural cultural industries and cultural tourism, and intensify efforts to raise the profile of rural areas, thereby attracting investment and visitors.

The theory of local cultural identity fortifies the foundation for sustainable development in rural settings. By focusing on cultural heritage, fostering an ambiance economy, and balancing economic growth with environmental conservation, along with implementing locale-specific strategies, sustainable development can be achieved, leading to economic vibrancy and social advancement.

2.3 Sustainable Development Theory

The integration of ambiance economy with cultural heritage is pivotal for crafting new rural communities that embody the principles of sustainable development [7]. This synergy ensures that rural areas maintain their historical legacy and distinctiveness while simultaneously fostering ecological conservation. The ambiance economy's growth not only invigorates the local economy but also elevates the living standards of rural inhabitants. In the quest for economic sustainability, a focus on nurturing local industries, generating employment, and enhancing rural income levels is imperative to mitigate poverty.

Social sustainability demands attention to equitable access to education, healthcare, and other foundational services, aiming to improve the quality of life and well-being in rural settings. Environmental sustainability is equally critical, calling for strategies such as renewable energy adoption, ecological agriculture, and the protection of natural resources

to reduce environmental impact.

Sustainable development theory underscores the importance of community engagement and participatory decision-making. Establishing robust mechanisms for community involvement in rural revitalization planning ensures that initiatives are tailored to local needs and values. Cultural heritage must be respected and promoted to sustain and reinforce community identity.

Investment in education and skill development is essential for fostering social and economic sustainability. Enhancing the skills of rural residents and expanding employment opportunities are vital for preparing the groundwork for sustainable rural development. Governments, in their policy-making, should incorporate the tenets of sustainable development theory. This includes implementing incentives, environmental regulations, and social welfare policies to catalyze sustainable practices in rural areas.

Sustainable development theory offers a comprehensive framework for rural revitalization, advocating for a harmonious balance among economic, social, and environmental objectives. By striving for sustainability across these domains, rural revitalization can achieve enduring success and development, safeguarding cultural heritage, communities, and the natural environment for the benefit of present and future generations. This holistic strategy is instrumental in realizing rural revitalization that aligns with contemporary societal expectations.

2.4 Social Psychology Theory

The ambiance economy, when applied to the design of new rural communities, adeptly addresses the emotional and psychological dimensions of human experience [8]. Beyond the pursuit of material wealth, individuals yearn for unique experiences and emotional satisfaction. Cultural heritage enables rural areas to evoke historical resonance and emotional connections, while the ambiance economy offers tailored experiences that elicit joy and fulfillment. These elements together can ignite a sense of curiosity and passion for rural revitalization, driving its momentum forward.

Social psychology underscores the pivotal role of public perception and attitudes in the success of rural revitalization. Cultivating positive attitudes through strategic communication, education, and social influence is essential for creating a conducive environment for change. Social psychology reveals that individual choices and actions are significantly shaped by social dynamics. In rural revitalization, leveraging this influence can motivate individuals to engage in actions that support the community's transformation.

The theory also emphasizes the role of social identity and community cohesion. A strong sense of belonging and pride in one's community can inspire residents to actively participate in revitalization efforts, which is crucial for the long-term sustainability of rural areas. Effective communication strategies are vital for conveying the benefits, opportunities, and achievements of revitalization, thereby influencing public attitudes and behaviors.

Social support and collaboration are indispensable for rural revitalization. Governments and community leaders should foster networks that encourage collective problem-solving and resource sharing. Understanding the diverse values, beliefs, and cultural nuances of communities is critical for developing revitalization strategies that resonate with local

populations.

Social psychology theory advocates for inclusive participation and feedback mechanisms, ensuring that residents have a voice in decision-making processes and that their perspectives are genuinely considered. This approach contributes to a more harmonious and participatory community development.

Social psychology theory offers a nuanced understanding of human behavior and cognition within the framework of rural revitalization. By strategically leveraging social cognition, influence, identity, and cohesion, revitalization strategies can more effectively cater to the diverse needs of communities, fostering active engagement and sustainable development in rural areas. Strategies informed by social psychology theory are poised to navigate the complexities of diverse communities and cultures, ensuring the success of rural revitalization initiatives.

3. Designing New Rural Communities: Ambiance Economy as a Catalyst and Cultural Heritage as a Foundation

The design of new rural communities can be revitalized by fostering a strong sense of local cultural identity and community cohesion. Local cultural identity, which encompasses the recognition and pride in one's regional cultural heritage, is a cornerstone in the development of these communities. By emphasizing cultural heritage, residents can develop a deeper connection with their traditional culture, which in turn bolsters community unity and a shared sense of identity. Utilizing ambiance economy as a strategic tool, unique cultural experiences can be crafted to engage both residents and visitors, further strengthening the community's cohesion and fostering a collective cultural identity.

In enhancing regional cultural characteristics and building a strong brand, the distinctive cultural heritage of rural areas becomes a competitive advantage. Cultural heritage, when preserved and promoted, can unearth and celebrate the traditional culture of the countryside, creating a unique regional identity and brand. Ambiance economy, as a strategic tool, merges these cultural elements with rural development, creating captivating destinations for rural tourism that attract visitors and stimulate economic growth in new rural communities. Cultural heritage is intrinsically linked to sustainable development; it not only preserves historical traditions and identity but also generates economic benefits for the community. By integrating cultural heritage with economic development through ambiance economy, the attractiveness and competitiveness of rural areas are enhanced, contributing to the sustainable development of the economy, society, and culture.

Social participation and community building are central to local cultural identity theory, which highlights the importance of community involvement and a sense of belonging. Cultural heritage can inspire residents to engage more deeply with their village, increasing their initiative. Ambiance economy, as a tool, offers a variety of community activities and experiences that attract residents to participate, enhancing the vibrancy and interaction within the community. Designing new rural communities with ambiance economy and cultural heritage as the foundation can effectively leverage the unique cultural characteristics of the countryside, strengthening community cohesion, and enhancing residents' sense of identity and belonging. This approach also creates unique cultural experiences and economic

benefits, driving sustainable rural development.

By further integrating ambiance economy concepts with rural cultural heritage, we can more effectively achieve the revitalization and development of new rural communities. This design philosophy emphasizes the deep exploration of regional cultural characteristics to enhance community cohesion and development momentum. Strengthening residents' cultural identity and sense of belonging can activate the vitality of rural areas, innovate economic development models, and promote sustainable development.

When planning and positioning new rural communities, it is crucial to consider how to integrate local historical and cultural traditions to uncover unique cultural resources. This will infuse new rural communities with cultural elements and development momentum, further reinforcing their identity. Leveraging the development of creative industries, we can create unique atmospheres and experiences based on cultural heritage, attracting tourists and consumers. This will bring economic benefits to rural areas and promote the inheritance and development of traditional culture through innovation. Encouraging young people to participate in cultural heritage and innovation is also essential, fostering their cultural awareness and innovation capabilities for sustainable rural cultural development.

Hosting rural cultural festivals and traditional events can attract tourist participation and promote local culture, increasing the visibility and charm of rural areas. Focusing on the popularization of rural cultural education is also vital for passing on cultural knowledge and skills. In the process of community building and social integration, community power should be harnessed to develop cultural heritage. Encouraging residents to participate in cultural heritage activities and strengthening the involvement and cooperation of various sectors of society will help build communities with cultural depth, further promoting cultural construction and social integration. Advocating for rural ecological culture and green environmental concepts, and encouraging residents and tourists to participate in ecological protection and environmental improvement, is also crucial. This not only protects the natural environment of rural areas but also provides a sustainable development framework for cultural heritage.

Designing new rural communities with ambiance economy as a tool and cultural heritage as a foundation represents a progressive research and practical endeavor. This approach better meets the needs of modern society for rural living quality and cultural experiences, driving the prosperity and development of new rural communities. This design philosophy emphasizes the holistic development of culture, economy, society, and environment, offering a fresh perspective on rural development and presenting new possibilities and opportunities for rural advancement.

4. Design Strategies and Initiatives for Rural Revitalization

(1) Strategies Based on Social Psychology Theory: Initiate community engagement programs to involve residents in decision-making and revitalization activities. Facilitate increased social participation through voting, public forums, and community meetings. Leverage social influence marketing by involving community leaders, influencers, and celebrities to attract supporters and investors to rural revitalization efforts.

(2) Strategies Based on Sustainable Development Theory: Advocate for sustainable

agricultural practices, such as organic farming and agroecosystem restoration, to enhance ecological sustainability and reduce environmental impact. Invest in green energy transitions, including renewable energy projects like solar and wind power, to decrease carbon emissions and energy dependence in rural regions.

(3) *Strategies Based on Local Cultural Identity Theory*: Establish cultural heritage projects, such as cultural centers, festivals, and craft markets, to preserve and perpetuate local culture, crafts, and traditional skills. Develop distinctive local tourism, featuring cultural village tours and traditional festival experiences, to highlight local characteristics and folk culture, attracting tourists and boosting local income.

(4) *Integrated Strategies*: Implement community education and training programs to equip residents with new skills for sustainable industry development, such as cultural industries and green agriculture. Enact supportive policies for rural revitalization, including tax incentives, subsidy schemes, environmental regulations, and cultural heritage protection policies, to encourage investment and development.

(5) *Social Psychology and Cultural Activities*: Utilize social psychology principles to encourage social participation by organizing community events like art exhibitions and volunteer activities, which strengthen community cohesion and identity. These strategies draw upon social psychology, sustainable development, and local cultural identity theories to advance various facets of rural revitalization, including social engagement, environmental sustainability, and cultural heritage. Tailoring specific strategies to the unique needs and resources of each village is essential for achieving optimal outcomes.

Social psychology theory delves into human behavior, attitudes, and social cognition, emphasizing the role of social engagement and support in rural revitalization. However, it has limited focus on cultural aspects. Governments play a vital role in social influence but should integrate insights from other social sciences for a more holistic approach to rural development. Sustainable development theory focuses on the balance of economic, social, and environmental factors, emphasizing sustainability and cooperation. It also highlights the importance of social engagement and cooperation but places less emphasis on culture and heritage. Governments are pivotal in resource management and environmental policy, necessitating interdisciplinary considerations for effective sustainable development. Local cultural identity theory concentrates on local culture, community identity, and cultural heritage, emphasizing their impact on community cohesion and identity. It underscores the significance of community identity and participation, as well as cultural heritage and the protection of local characteristics. Governments are instrumental in supporting local cultural heritage and community identity, requiring a comprehensive approach that considers social, economic, and cultural factors for successful rural revitalization.

Rural revitalization is a multifaceted issue that demands interdisciplinary research and comprehensive policy support. Theories of social psychology, sustainable development, and local cultural identity provide essential theoretical underpinnings, but each has its focus areas. Integrating these theories with knowledge from other social sciences can lead to a more comprehensive understanding and promotion of rural revitalization. As depicted in Figure 1,

Each theory emphasizes different aspects of rural revitalization, with Social Psychology Theory focusing on human behavior and social dynamics, Sustainable Development Theory

Theories	Key Focus Areas	Social Dynamics and Influence Factors	Social Participation and Cooperation	Culture and Heritage	Government and Policy Support	Interdisciplinary Approach
Social Psychology Theory	Focus on Human Behavior, Attitudes, and Social Cognition	Social Influence and Social Perception	Social Participation and Support	Limited Focus on Culture and Heritage	Role of Government in Social Influence	Need for Integration with Other Social Sciences Knowledge
Sustainable Development Theory	Balancing Economic, Social, and Environmental Factors	Sustainability and Cooperation	Collaboration and Social Engagement	Limited Focus on Culture and Heritage	Role of Government in Resource Management and Environmental Policy	Interdisciplinary Approach for Holistic Development
Local Cultural Identity Theory	Focus on Local Culture, Community Identity, and Cultural Heritage	Community Identity and Social Cohesion	Community Identity and Social Participation	Cultural Heritage and Protection of Local Characteristics	Role of Government in Supporting Local Cultural Heritage	Community Identity Integrated Consideration of Social, Economic, and Cultural Factors

Figure 1. Theoretical Analysis: Areas of Emphasis

on the balance between economic growth, social well-being, and environmental health, and Local Cultural Identity Theory on the importance of cultural heritage and community identity. These theories provide a multifaceted approach to understanding and addressing the complexities of rural development.

5. Conclusion: Synergizing Ambiance Economy with Rural Revitalization Design

Rural revitalization necessitates a multifaceted approach that integrates cultural heritage, economic growth, community development, and environmental stewardship to achieve sustainable progress. The convergence of ambiance economy and cultural heritage offers a novel impetus and opportunities for rural areas, creating a mutually beneficial synergy. By harnessing and celebrating local cultural uniqueness, engaging tourists and residents, and crafting distinctive cultural experiences, rural communities can harmoniously merge cultural preservation with economic prosperity.

Governments are instrumental in rural revitalization, tasked with enacting policies that bolster cultural heritage and cultural tourism, and providing essential resources and support. The design of rural revitalization should be customized to the specific needs and assets of each community to maximize its effectiveness. By applying a synthesis of theories from social psychology, sustainable development, local cultural identity, and cultural economics, we can more effectively navigate rural revitalization. This integration aims to facilitate the organic union of cultural heritage with ambiance economy, propelling sustainable growth and flourishing in rural regions. Such a holistic strategy is pivotal in meeting the evolving demands for rural life quality and cultural engagement, ensuring that rural revitalization aligns with the aspirations of the modern era.

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Zhensheng LI, male, was born in 1986, HAN nationality, Ph.D., Associate Professor, Research fields: Environmental Design, Sustainable Design.

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