

# Cultural Heritage in Urban-Rural Interaction: A Case Study of a Rural Community

Shuheng Guo

University College London, London, UK

**Abstract.** This paper explores the specific mechanisms and effects of cultural heritage in the process of urban-rural interaction through a case study of a rural community. The study finds that urban-rural interaction not only promotes economic development and social progress in rural communities but also plays a significant role in preserving and innovating cultural heritage. Key practices identified include organizing traditional cultural activities, introducing educational resources, and developing cultural industries such as cultural tourism and traditional handicrafts. The active participation of community residents, supported by local governments and social organizations, is crucial. Governments provide policy and funding support, while social organizations offer resources through project cooperation. However, challenges such as cultural homogenization and unequal resource distribution need to be addressed. The paper recommends strengthening community cultural education, diversifying forms of urban-rural interaction, and fostering multiparty cooperation. These strategies can enhance the sustainability of cultural heritage and provide valuable insights for other rural communities seeking to leverage urban-rural interaction for cultural preservation and development.

**Keywords:** Urban-rural interaction; Cultural heritage; Case study.

## 1. Introduction

Urban-rural interaction refers to the mutual influence and interaction between urban and rural areas in various aspects such as economy, society, and culture[1]. With the acceleration of urbanization, the connection between urban and rural areas has become increasingly close, and the bidirectional flow of culture has become an important phenomenon that cannot be ignored. Through a case study of a rural community, this paper deeply explores the impact of urban-rural interaction on cultural heritage, analyzes specific practices and effects, and aims to provide useful references for cultural heritage in the context of urban-rural interaction.

## 2. Research Background and Methods

### 2.1 Research Background

With the rapid economic development in China, the gap between urban and rural areas is gradually narrowing, but the challenge of cultural heritage remains severe[2]. Traditional culture is gradually fading in the process of modernization. How to effectively achieve cultural heritage in urban-rural interaction has become an urgent problem to be solved. This paper selects a rural community as the research object and aims to reveal the mechanisms of cultural heritage in urban-rural interaction through specific case analysis.

### 2.2 Research Methods

This study adopts qualitative research methods, combining field research, interviews, and literature analysis to systematically study the urban-rural interaction and cultural heritage in a rural community. By conducting in-depth interviews with community residents, local government officials, and cultural workers, firsthand information was obtained to analyze the specific impact of urban-rural interaction on cultural heritage.

### 3. Case Introduction

#### 3.1 Community Overview

This rural community is located within the jurisdiction of a provincial city and possesses rich historical culture and natural resources. The community preserves numerous traditional buildings and cultural heritage sites, such as ancient ancestral halls, traditional residences, and historic temples. Additionally, the community boasts a beautiful natural environment, including rivers, lakes, and mountains, forming unique natural landscapes. In recent years, with the acceleration of urbanization, the community has actively participated in urban-rural interaction, promoting cultural heritage and economic development. While preserving its traditional characteristics, the community has also introduced modern infrastructure and services, such as broadband networks, modern health clinics, and community activity centers, improving residents' quality of life.

#### 3.2 Specific Practices of Urban-Rural Interaction

The community regularly hosts various traditional festivals and activities, such as Spring Festival temple fairs, Dragon Boat races during the Dragon Boat Festival, and Mid-Autumn Festival lantern shows. These activities are not only important channels for cultural heritage but also significant means to attract urban residents to visit and participate. The traditional culture developed is shown in Table 1.

Table 1 Traditional Cultures Developed

Activity Name	Time	Main Activities	Number of Participants
Spring Festival Fair	During Spring Festival	Dragon and lion dances, folk drama performances, handicraft displays	500 people
Dragon Boat Race	Dragon Boat Festival	Dragon boat race	300 people
Mid-Autumn Lantern Show	Mid-Autumn Festival	Lantern making, lantern riddles	400 people

**Spring Festival Temple Fair:** During the Spring Festival, the community organizes a grand temple fair with activities including dragon and lion dances, folk drama performances, and traditional handicraft displays. The temple fair showcases the community's traditional culture and attracts many urban tourists to experience and participate.

**Dragon Boat Race:** During the Dragon Boat Festival, the community holds a dragon boat race along the river, creating a lively atmosphere that draws a large audience. The race not only preserves the traditional customs of the Dragon Boat Festival but also strengthens community cohesion and enhances urban residents' understanding of traditional culture.

**Mid-Autumn Festival Lantern Show:** During the Mid-Autumn Festival, the community organizes a lantern show where residents make various lanterns and host lantern riddles. The lantern show creates a strong festive atmosphere and serves as an important platform for urban-rural interaction.

#### 3.3 Introduction of Educational Resources

The community collaborates with urban schools to carry out a series of cultural exchange activities, promoting cultural interaction between urban and rural areas.

**Cultural Experience Activities:** Urban school students and teachers regularly visit the community for cultural experiences, participating in traditional farming and handicraft making activities. These

activities allow urban students to personally experience and understand traditional rural culture and lifestyle.

**Traditional Culture Teaching:** Traditional culture inheritors from the community are invited to teach at urban schools, explaining the history, significance, and techniques of traditional culture. These classes not only impart traditional cultural knowledge to urban students but also enhance their interest and recognition of traditional culture.

**Mutual Visits and Exchanges:** The community and urban schools regularly conduct mutual visits, allowing community students to visit urban schools for learning and expanding their horizons. Through this bidirectional exchange, urban and rural students understand and learn from each other, growing together.

### 3.4 Development of Cultural Industries

The community actively develops cultural tourism industries through various means to promote cultural heritage and economic development. Community development of cultural industries is shown in Table 2.

Table 2 Community Development of Cultural Industries

Industry Name	Main Content	Economic Benefits	Number of Beneficiaries
Featured Homestays	Renovation of traditional houses, cultural experience activities	1 million CNY	20 households
Farm Stays	Authentic rural cuisine, rural life experience	800,000 CNY	15 households
Traditional Handicrafts	Embroidery, pottery, bamboo weaving	500,000 CNY	30 people

**Featured Homestays:** Leveraging the beautiful natural environment and traditional residences, the community has developed featured homestays to attract urban tourists to experience rural life. The homestays not only provide comfortable accommodation but also offer various cultural experience activities such as traditional handicraft making and farming experiences.

**Farm Stays:** The community develops farm stays where tourists can enjoy authentic rural cuisine and experience rural life. Farm stays serve as platforms for cultural heritage and important sources of income for community residents.

**Traditional Handicrafts:** Traditional handicrafts such as embroidery, pottery, and bamboo weaving have been preserved and developed in the context of urban-rural interaction. The community organizes handicraft training classes to cultivate new handicraft inheritors and promotes and sells handicrafts through exhibitions and online platforms, increasing community income.

## 4. Research Findings

### 4.1 Mechanisms of Cultural Heritage

Elderly residents in the community are vital transmitters of traditional culture, passing it to younger generations through oral histories and skills teaching[3]. Cultural activities facilitate communication and learning across different age groups, promoting generational cultural transmission. For instance, elderly residents share the community's history and culture through storytelling, legends, and life experiences, forming essential components of cultural heritage and historical memory. They also teach traditional skills like handicrafts and farming techniques hands-on to younger people, ensuring the continuity of these techniques. Urban-rural interaction revitalizes cultural heritage, as participation and feedback from urban residents enhance the cultural confidence of community

members and promote innovation and development of traditional culture. Urban residents engage in community cultural activities, deepening their understanding and recognition of traditional culture, enriching their own cultural life, and promoting bidirectional cultural flow. Through this interaction, traditional culture continually innovates and develops; for example, traditional handicrafts incorporate modern design elements, retaining traditional characteristics while appealing to modern aesthetics and gaining market popularity. The roles of local governments and social organizations in urban-rural interaction are crucial. Governments provide policy and funding support, formulating policies like cultural protection subsidies and intangible cultural heritage project support to ensure the smooth implementation of cultural heritage activities. Additionally, they fund various cultural heritage activities, such as festivals and cultural training, providing necessary economic guarantees. Social organizations collaborate with communities on cultural projects like handicraft training and cultural exchange activities, offering more opportunities and platforms for cultural heritage.

## **4.2 Effects of Cultural Heritage**

Urban-rural interaction significantly enhances community residents' sense of cultural identity and pride[4]. Interaction with urban residents makes them more aware of the value and significance of traditional culture, boosting their cultural confidence and pride. This enhanced sense of identity also prompts them to pay more attention to cultural heritage, increasing their responsibility to pass it on. Traditional culture continually innovates and develops through urban-rural interaction. For example, traditional handicrafts incorporate modern design elements, retaining their characteristics while appealing to modern aesthetics and gaining market popularity. Innovation in handicrafts preserves traditional techniques and enhances market competitiveness, while traditional festival activities retain core content and introduce modern elements like light shows and stage plays, attracting more tourists. The development of cultural industries brings considerable economic benefits to the community. Cultural tourism and handicraft sales improve residents' income levels and provide economic support for cultural heritage. Developing cultural tourism attracts urban tourists, increasing tourism income, improving living standards, and supporting heritage activities. Handicraft sales, combining online and offline models, expand market scope and increase economic benefits.

## **5. Case Analysis**

### **5.1 Successful Experiences**

#### **5.1.1. Active Participation of Community Residents**

Community residents are the main body of cultural heritage, and their active participation is key to its success[5]. The community stimulates enthusiasm through various means: organizing cultural activities such as the annual Spring Festival temple fair, Dragon Boat race, and Mid-Autumn Festival lantern show to enrich cultural life and enhance community cohesion; setting cultural heritage awards like the "Excellent Inheritor Award" to recognize outstanding contributions and incentivize participation; and encouraging involvement in volunteer projects by providing training and activities, such as traditional handicraft classes, to cultivate cultural heritage awareness and skills.

#### **5.1.2. Multi-Party Cooperation Model**

The multiparty cooperation model in urban-rural interaction effectively promotes cultural heritage by leveraging resources and support from the community, urban areas, government, and social organizations[6]. Community and urban cooperation involve cultural exchange activities with urban schools and institutions, such as cultural experience activities that enhance understanding of rural culture. Government support includes policy formulation, funding, and technical support, establishing special funds for cultural activities and facility construction. Social organizations like NGOs and cultural foundations participate through project cooperation and resource sharing, funding traditional handicraft exhibitions and workshops to attract more people to learn about traditional culture.

### 5.1.3. Combination of Culture and Economy

By developing cultural industries, the community achieves a win-win situation of cultural heritage and economic development, enhancing motivation for heritage preservation and ensuring sustainable development[7]. Cultural tourism leverages rich cultural resources and natural landscapes to create featured homestays and farm stays, attracting urban tourists and boosting economic benefits while enhancing residents' cultural identity and pride. Traditional handicraft industries are promoted through e-commerce and offline exhibitions, providing a stable income and strong support for heritage preservation. Additionally, the community builds cultural brands, launching traditional handicraft brands and organizing promotional activities, attracting many tourists and consumers and enhancing cultural and economic value.

Example from Kaihua County: Kaihua County successfully combines culture and economy by developing its cultural industries. The county has transformed traditional homes into cultural homestays and farm stays, attracting urban tourists and generating substantial tourism revenue. The sale of traditional handicrafts, such as bamboo products and tea, through both online platforms and local markets, provides a stable income for residents. Moreover, Kaihua has developed a strong cultural brand, hosting annual cultural festivals and craft fairs that draw tourists and promote the county's rich heritage. This integrated approach not only sustains the local economy but also reinforces cultural identity and pride among residents.

## 5.2 Challenges

### 5.2.1. Risk of Cultural Homogenization

In the process of urban-rural interaction, how to avoid cultural homogenization and maintain the uniqueness and authenticity of traditional culture is an important challenge. While introducing modern elements, the community needs to protect the core content of traditional culture to ensure its uniqueness is not weakened. For example, in the design of traditional handicrafts, it is essential to retain traditional techniques and styles while reasonably incorporating modern elements to avoid cultural homogenization. Governments and communities should jointly formulate cultural protection plans, specifying measures and goals for the protection and heritage of traditional culture. For instance, the community can establish cultural protection zones to protect traditional buildings and cultural heritage, ensuring they are not affected by modernization.

### 5.2.2. Unequal Resource Distribution

Unequal resource distribution in the process of urban-rural interaction may lead to the failure of some cultural heritage activities:

**Balanced Resource Allocation:** Governments and social organizations need to pay attention to the fairness of resource allocation, ensuring that every community receives the necessary support. For example, the government can establish special funds to support cultural heritage activities in remote communities, ensuring fair resource distribution.

**Enhancing Resource Sharing:** Optimizing resource allocation and improving resource utilization efficiency through resource sharing between urban and rural areas. For example, urban cultural institutions and resources can support rural communities' cultural heritage activities through cooperative projects, maximizing resource utilization.

### 5.2.3. Generational Differences within the Community

Generational differences within the community may affect the effectiveness of cultural heritage:

**Promoting Intergenerational Communication:** The community needs to promote communication and interaction between residents of different ages through various activities. For example, organizing intergenerational cooperation projects where the elderly and young people jointly participate in cultural heritage activities to enhance the younger generation's recognition and interest in traditional culture.

Cultivating Young Cultural Inheritors: Through education and training, the community can cultivate the younger generation's awareness and ability to inherit culture. For example, the community can cooperate with schools to set up cultural heritage courses and training classes, cultivating young cultural inheritors to ensure generational cultural transmission.

### 5.3 Recommendations

Strengthening community cultural education requires the establishment of cultural education bases in the community, conducting cultural training, lectures, and experiential activities to enhance residents' understanding and appreciation of traditional culture[8]. Regularly hold training classes in traditional handicrafts and folk culture, inviting traditional culture inheritors to teach, enhancing residents' cultural literacy and heritage skills; invite experts and traditional culture inheritors to hold regular cultural lectures, explaining the history and value of traditional culture, enhancing residents' recognition of traditional culture; organize residents to participate in traditional cultural experience activities, such as farming experiences and handicraft making, to increase their interest and understanding of traditional culture through hands on participation.

Encourage schools to incorporate community culture into the curriculum, allowing students to personally experience and learn traditional culture through field visits and extracurricular activities. Organize students to visit the community for cultural surveys and practical activities, such as visiting traditional buildings and participating in cultural festivals, to learn and feel traditional culture through practical experience; include traditional cultural content in the school curriculum, allowing students to systematically learn traditional cultural knowledge through classroom teaching and extracurricular activities; provide traditional culture training for school teachers to improve their cultural literacy and teaching ability, ensuring the quality and effectiveness of cultural courses.

Diversifying urban-rural interaction requires enriching the forms of interaction between urban and rural areas. Besides traditional festival activities, cultural exchanges and cooperative projects can promote cultural interaction and exchange between urban and rural areas. Organize mutual visits and exchanges between urban and rural residents, such as urban-rural cultural festivals and cultural exchange camps, to enhance interaction and understanding between urban and rural residents; cooperate with urban cultural institutions to carry out joint cultural projects, such as traditional handicraft exhibitions and cultural lectures, to promote the bidirectional flow of urban and rural culture.

Support the development of cultural industries in the community by creating unique cultural brands to attract urban tourists and increase community economic income. Leverage the community's unique cultural resources to build influential cultural brands, attracting more tourists and consumers; governments and social organizations should provide policy and funding support to help the community develop cultural industries, such as cultural tourism and traditional handicrafts production and sales, increasing the community's economic income; promote the community's cultural products and tourism resources through both online and offline channels, increasing market visibility and influence to attract more urban tourists.

Government and social organization support is crucial for promoting community cultural heritage and urban-rural interaction. Governments should increase policy support by formulating and implementing a series of supportive policies, such as cultural protection laws and intangible cultural heritage protection regulations, clarifying the goals and measures for cultural heritage. Establish special funds for cultural heritage, supporting community cultural activities and cultural facility construction, providing necessary economic guarantees; provide technical support for cultural heritage, such as digital protection and cultural resource development, enhancing the technological content and effectiveness of cultural heritage. At the same time, enhance the participation of social organizations, encouraging them to participate in urban-rural interaction and cultural heritage activities through project cooperation and resource sharing. Social organizations can cooperate with communities to carry out various cultural projects, such as cultural training classes and cultural exchange activities, providing resources and technical support; share cultural facilities and expert

resources to support community cultural heritage activities, improving resource utilization efficiency. Attract more public participation in cultural heritage activities through publicity and mobilization, such as volunteer projects and cultural experience activities, enhancing social awareness of cultural heritage.

## 6. Conclusion

This paper explores the mechanisms and effects of cultural heritage in urban-rural interaction through a case study of a rural community. The study shows that urban-rural interaction plays a significant role in cultural heritage and can promote cultural heritage and development through multiparty cooperation and the combination of culture and economy. However, issues such as cultural homogenization and unequal resource distribution still need attention. In the future, community cultural education should be further strengthened, and the diversity of urban-rural interaction should be promoted. With the support of the government and social organizations, paths for cultural heritage should be continually innovated and improved. Through this study, we can better understand the mechanisms of cultural heritage in urban-rural interaction, providing useful insights and references for other rural communities. It is hoped that through joint efforts, the prosperity and development of urban and rural culture can be achieved, contributing to the urban-rural interaction and cultural heritage in the new era.

## References

- [1] Sun Jialu. Urban-Rural Interaction and Creative Transformation and Innovative Development of Excellent Traditional Chinese Culture [N]. Shanxi Science and Technology News, 2024-06-20 (B07).
- [2] Tong Zhaoting. Research on the Development of Rural Leisure Tourism Industry in the Context of Urban-Rural Interaction: A Case Study of Jiangsu Province [J]. Journal of Liaoning Economic Vocational and Technical College. Journal of Liaoning Economic Management Cadre College, 2024, (03): 13-15.
- [3] Ge Yusi, Yang Ren, Zhan Ge, et al. The Mechanism of Capital Intervention in the Rural Space Transformation of Urban Fringe Areas from the Perspective of Urban-Rural Interaction: A Case Study of Gangtou Village, Guangzhou [J]. Progress in Geography, 2024, 43 (03): 458-473.
- [4] Wang Jian. Research on the Development Model of Rural Sports Tourism with Urban-Rural Interaction [J]. Sports Goods and Technology, 2024, (02): 67-69.
- [5] Cao Ziwei. Exploration of Village Layout Planning in the Yangtze River Delta Region from the Perspective of Urban-Rural Interaction: A Case Study of Wujiang District, Suzhou [J]. Small Town Construction, 2024, 42 (01): 119-126.
- [6] Jiang Limei. Pathways to Solve the Problems of Rural Elderly Care in the Context of Urban-Rural Integration [J]. Journal of North China University of Water Resources and Electric Power (Social Science Edition), 2024, 40 (02): 109-114.
- [7] Wang Hanming. Research on the Mechanism and Optimization Path of Sports Promoting Two-Way Interaction of Urban and Rural Resources under the Background of Rural Revitalization [D]. Shanghai University of Sport, 2023.
- [8] Li Rong. Urban-Rural Interaction from a National Perspective [D]. Communication University of China, 2023.