

From “Marginal Breakout” to “Digital Embedding”: A Study on the Current Situation and Strategies of Digital Creation of Rural Cultural Tourism Industry in Ethnic Areas

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Abstract: *As an important carrier for inheriting regional culture, stimulating economic momentum and maintaining community identity, rural cultural industry plays an important role in promoting rural revitalization strategy. In the face of serious homogenization in the development of rural cultural industries, the contradiction between resource protection and utilization, and the shortage of digital technology talents, we have put forward the suggestions of strengthening the digital master plan of rural cultural industries, absorbing professional talents, and shaping the rural cultural brands, so as to promote the rural cultural industries to evolve in the direction of specialization, professionalism, and sustainability.*

Keywords: Ethnic area; Rural cultural tourism industry; Digitize.

1. INTRODUCTION

In recent years, a number of planning documents have been issued at the central level in China to support the development of rural cultural industries. 2022, the Ministry of Culture and Tourism, the Ministry of Education, the Ministry of Natural Resources and other six departments jointly issued the “Opinions on Promoting Cultural Industries to Enable Rural Revitalization”, which explicitly proposes to empower rural revitalization with cultural industries, stimulate the vitality of the excellent traditional vernacular culture, promote the integration of the primary, secondary, and tertiary industries, and help realize the comprehensive revitalization of rural areas comprehensive revitalization. In addition, the report of the twentieth Party Congress emphasized the strategic plan to comprehensively promote rural revitalization, explicitly calling for “the cultivation of characteristic rural industries, broadening the ways for farmers to increase their incomes and become rich, while consolidating and expanding the results of the war against poverty, and stimulating the potential for spontaneous development of poverty-stricken areas and the masses”. The No. 1 Document of the Central Committee in 2024, the “Guiding Opinions of the Central Committee of the Communist Party of China and the State Council on Drawing on the Experience of the ‘Thousand Villages Demonstration and Ten Thousand Villages Improvement’ Project, and Powerfully and Effectively Promoting Comprehensive Revitalization of Rural Areas,” further deepens the goal of the development of rural cultural prosperity, and advocates the integration of the elements of farming civilization and modern civilization, and the joint writing of a new chapter of the Chinese nation A new chapter of modern civilization in the countryside [1]. The development of rural cultural industry is not only an important way to promote the economic growth of the countryside and the diversification and sustainable development of the rural economic structure, but also a key part of the process of promoting the modernization of agriculture and rural areas, which is of great significance in enhancing the soft power of China's culture. However, many rural areas still have the problem of limited development of rural cultural industry and low vitality of development. With the characteristics of universality, innovation, cross-border, agility and sustainability, the integration of digital economy with the cultural industry in different degrees not only gives rise to new cultural industries and extends the cultural industry chain, but also provides a solid foundation for the promotion of economic and social development to realize high-quality and leapfrog development [2].

The preliminary research of the academic community on digital economy and rural cultural industry mainly focuses on exploring the motivation and effect of the integration of digital economy and cultural industry [3], as well as the mechanism and countermeasures of the digital economy to promote the development of cultural industry [4] and other issues. With the continuous penetration of the digital economy and the accelerated pace of transformation and upgrading of the cultural industry, the academic community has begun to pay attention to the study of the role of the digital economy in promoting the high-quality development of the cultural industry. In recent years, the “one industry with a hundred industries” effect of the digital economy to promote profound

economic and social change, not only significantly improve the efficiency of production and resource allocation, but more importantly, give rise to the creation of a new cultural demand, through the continuous enhancement of the digitalization of the construction of the cultural industry to promote the high-quality development of the cultural industry [5]. An overview of existing research results shows that the impact of the digital economy on the high-quality development of rural cultural industry is not only directly reflected in the enhancement of the digital transformation capacity of cultural resources and the expansion of the cultural consumption market, but also indirectly reflected in the reconstruction of rural cultural ecosystems, the extension of the cultural industry chain, and the innovation of the cultural governance model and other dimensions [6]. However, the above studies focus more on the macro-theoretical analysis of the digital economy to promote the development of the cultural industry, and have not yet formed a systematic analytical framework, and lack of research on the mechanism and path of how the digital economy affects and drives the development of the cultural industry in rural areas. In addition, the mechanism of the digital economy to promote the development of cultural industries in rural areas is mostly a qualitative description [7], and is rarely supported by a deep comparative review of multiple cases. At present, although some studies focus on the significant impact of the digital economy in driving the transformation and upgrading of rural industries and optimizing the ecosystem of the cultural industry [8], they still lack in-depth exploration of the intrinsic driving mechanism of the digital economy to promote the rural cultural industry, as well as the evolution path of the digital economy to reshape the rural cultural industry and other key elements.

2. RELEVANT THEORETICAL FOUNDATIONS AND DEFINITIONS

2.1 Relevant Theoretical Foundations

2.1.1 Economic growth theory

Economic growth theory explores the internal laws of economic growth and its constraints, and when data is formally incorporated into the production function as an emerging factor of economic growth, it occupies a pivotal position in the field of digital economy. From the perspective of factors of production, the theory further expands the framework and boundaries of traditional economic growth theory by reconstructing the factor system [9].

2.1.2 Theory of industrial organization

The theory of industrial organization focuses on exploring the intrinsic connection between market structure, market behavior and market performance within a specific industry and their interaction mechanisms, providing theoretical support for the development of industrial organization towards networking, platformization, borderlessness and integration under the injection of new digital technologies and new data elements; and from the perspective of industrial agglomeration patterns, providing theoretical support for the application of digital technologies to change the spatial scope of industries and strengthen industrial synergies. scope, strengthen industrial synergy effect [10].

2.1.3 Consumer behavior theory

From the perspective of personalization and diversification of consumer choices, combined with the enhanced interactivity of digital consumption and the precise identification and satisfaction of consumer needs, the theory of consumer behavior focuses on exploring how to effectively mine the links between consumer behavior data, predicting the decision-making behavior of consumers and reinforcing the shape of the network economy, which makes the social network show obvious network externalities [11].

2.2 Definition of Relevant Concepts

2.2.1 Defining the digital economy

At present, there is no international consensus on the definition of the digital economy and its connotation, and there are also some differences in its measurement methods. In China, in particular, research and discussion on the digital economy are still in the initial stage. However, at present, China mainly adopts the G20's official interpretation of the digital economy: "The digital economy refers to all kinds of economic activities that rely on digitized knowledge and information as the core factors of production, and rely on modern information networks as the key platforms, and promote the improvement of efficiency and the optimization of economic structure through the efficient use of information and communication technologies."

2. 2. 2 Definition of the connotation of rural cultural industry

As a term frequently appearing in the field of cultural industry in recent years, rural cultural industry lacks a unified and standardized definition in the academic circles. On the basis of clarifying the relationship between rural cultural industry and rural cultural industry, Zhao Dong clearly pointed out that rural cultural industry is an industrial form that can bring practical benefits to rural development by taking the local cultural resources of the countryside as the foundation and using the empowerment of modern technology [12]. Sheng Shuaishuai and Yang Cunchang define rural cultural industry as a modern industrial operation mode that transforms cultural resources into products and services, which contains three levels: endogenous layer, spillover layer and radiation layer. Among them, the endogenous layer refers to the types of industries naturally generated within the farming civilization, such as folk handicrafts; the spillover layer is a new type of industry derived from the fusion of rural culture and other industries, such as the rural cultural tourism industry; and the radiation layer is an industry that provides support for the development of rural cultural industry and increases its added value, such as rural e-commerce and rural logistics, etc. [13]. In line with the actual situation of the development of rural cultural industry, and with reference to the definitions of many scholars in the academic field, this paper believes that rural cultural industry is a concept relative to urban cultural industry, which relies on rural cultural resources, and there is a close connection between the producers and providers of its products and the countryside, and it is created and produced by the peasants or related people, and it can create a certain amount of cultural and economic benefits for the countryside, including rural tourism, folk art performance, folk culture and art performance, and rural logistics. Tourism, folk art performances, folk activities, folk handicrafts and other types [14].

3. CASE STUDIES AND DISCOVERIES

3. 1 Jinghua Village, Dapeng Town, Pingnan County, Guigang City: Specialty Industries + Rural Tourism + Digital Marketing

Jinghua Village is located in the north of Pingnan County, Guigang City, is an administrative village in Dapeng Town. In recent years, Jinghua Village to seize the opportunity for development, combined with its own resource advantages, in the countryside revitalization strategy to promote into out of a characteristic industry + rural tourism + digital marketing integration of the development of the road to become a collection of industry, tourism, culture in one of the new rural areas. First, tap the resource endowment, vigorously develop specialty industries. Make full use of natural resources, vigorously develop tea, anise, bamboo shoots and other native products industry, forming a unique Dapeng Yaoshan characteristics of the brand, through the cooperation with the “first village of Guangxi bonsai” Gaoping Village, the development of bonsai art industry, planting a total area of more than 60 hectares, the annual output value of more than 80 million yuan. According to the interview with the bonsai plantation villagers and village cadres know, in the characteristics of the agricultural industry to promote, the income structure has changed significantly, part of the farmers from traditional agriculture to tea, anise or bonsai planting and cultivation. Second, relying on rich resources, actively promote rural tourism. Jinghua Village is located in the southern foot of Guangxi Dayao Mountain National Nature Reserve, with a series of high-quality tourism resources. 2023, Jinghua Village was named the key village of rural tourism in Guangxi. Under this opportunity, Jinghua Village comprehensively integrates its own humanities and natural resources, and implements the development mode of “party building + tourism + industry + farmers” according to local conditions. The local village committee said, through the continuous improvement of tourism facilities, such as the construction of visitor service centers, hiking trails, hanging stacks, to create “Beidi Mountain” and other characteristics of the tourist attractions, enhance the quality of tourism. Third, broaden the sales path, and promote digital marketing. The use of Taobao, Jingdong and other e-commerce platforms to open online stores, bonsai and other specialty agricultural products to the national market, breaking the geographical restrictions. At the same time, combined with the way of live selling, show bonsai planting, maintenance and modeling process, enhance the consumer's knowledge and trust of Jinghua Village bonsai brand. Through the development of digital marketing, we have successfully broadened sales channels and promoted the development of the local specialty bonsai industry and the employment of villagers.

3. 2 Guandong Village, Linxi Town, Sanjiang Dong Autonomous County, Liuzhou City: Digital Countryside + Special Culture + Rural Tourism

Guandong Village is located in Linxi Town, Sanjiang Dong Autonomous County, Liuzhou City. Due to its remote location and inconvenient transportation, Guandong Village had faced the problem of lagging economic

development for a long time. In recent years, Crown Village has seized the opportunity of the times, combined with its own resource advantages, and explored a “live e-commerce + special culture + tourism experience” development model. First, with the help of advanced technology, support the development of digital village. The village to “snow bright project” “digital village” camera probe as the basis, the use of cell phone screen + TV screen + command room wisdom screen three-in-one terminal, to create a digital village integrated service platform, to achieve the rural governance digitalization, precision. According to the villagers, the village also installed 23 monitoring cameras on each river section of the three-kilometer range, real-time capture and transmission of images to the large display equipment, timely detection of abnormalities and rapid response to deal with. At the same time, the village and Guilin Bank cooperation, the implementation of two-dimensional code garbage bags, supervise the behavior of villagers garbage, improve the level of rural environmental health management. Second, the use of resource endowment, vigorously develop the characteristics of culture. Through the integration of Guangdong-Guizhou collaboration resources, cleverly play the “flavor card”, in-depth excavation of Dong culture and ethnic customs, around the “food in the Dong village” “walking in the Dong village”, “drunk in the Dong village”, “drunk in the Dong village” and “drunk in the Dong village”. “Drunk in the Dong Township” and other themes, continue to build the ‘Dong Hundred Families Banquet’ brand as an industry-linked immersive, diversified experience place, innovative introduction of ‘menu + à la carte’ civilization practices “Hundred Family Feast” mode, the masses through the phone, WeChat ‘hotline order’. It is reported that the village civilization practice station to “25 + N” kind of “on the dish” form of voluntary service, the annual reception of more than 30, 000 visitors, the total income of the tourism economy of more than 1. 2 million yuan, involved in the production of a hundred banquets of villagers to increase the income of nearly 7, 000 yuan. Third, relying on its own resource endowment, the development of rural tourism. Crown Cave Village integration to create “courtyard + micro-resort + B&B + rural tourism” industry linkage experience, in-depth excavation of local cultural elements, design and launch of the village characteristics of the logo and IP image, enhance the brand recognition and attractiveness of rural tourism. According to the Party Secretary, Guandong Village will set up an intelligent tourism management system to realize real-time updating of tourism information and accurate analysis of visitor data, and launch digital tourism products, such as online booking, virtual tours, etc., to provide personalized tourism experience. The village has been awarded many honorary titles such as “National Civilized Village”, “National Democracy and Rule of Law Demonstration Village” and “National Virtue in Farming Demonstration Point”.

3. 3 Dazhai Village, Longji Town, Longsheng Autonomous County, Guilin: Intelligent Tourism + Red Yao Culture + Farming Terraces

Longji Terraced Scenic Dazhai Village is located in Longsheng Autonomous County in the eastern Guibei alpine and semi-alpine area, the terrain is steep and precipitous, the village is rich in land resources, the villagers rely on this fertile land, build 5G base station, make full use of farming terraces, Hongyao culture and natural scenery to develop rural tourism, and walk out of a smart tourism + Hongyao culture + farming terraces culture and tourism fusion development model. First, catering to the development trend of the Internet, the development of rural wisdom tourism. Dazhai Village construction of 5G network and innovative business applications, the construction of 5G commercial network, the first in Dazhai Village Tiantuzhai base station to open the mobile 5G band, has built more than 500 base stations, home broadband coverage of 94. 71%. According to the owner of the B&B, from the downhill solicitation of guests to the realization of guests online booking, navigation to the store, online payment, 5G technology popularization B&B operation is more convenient. China Mobile's “5G + slow live broadcast” shows the festival in Dazhai Village, attracting more than 300, 000 people to watch, promoting the construction of the “smart tourism” model in Dazhai Village, prompting villagers to realize the per capita income from “700+” to “400+”. This has contributed to the realization of the villagers' per capita income from “700+” to “40, 000+”. The second is to excavate the village red Yao culture, promote the integration of culture and tourism. Through the display of red clothes, red Yao long hair, red Yao weaving techniques, large-scale red Yao wedding and red Yao dress-making craft demonstration and other activities, the traditional culture of red Yao has been transformed into a tourism industry, based on which it develops agricultural and cultural tourism products such as field sightseeing, experience of red Yao special B&Bs, and paddy-field fish-touching for tourists' first-hand experience and wide dissemination. 2022, Dazhai Village was selected as the “Best Tourist Village” by the United Nations World Tourism Organization. “Best Tourism Village”, becoming a new stage to show the terraced field style and the achievements of Hongyao culture. According to the introduction of the village secretary, the June 6 Sunshine Festival showcases red Yao women's costumes, including weaving, belts and red clothes and other national non-legacy culture, while spreading national culture, local villagers increase their income by selling cultural tourism products through the platform of “5G + slow live broadcasting” and offline sales. Third, the rational use of land resources to give full play to the value of agricultural terraces. Dazhai Village implements a

comprehensive tourism development management structure consisting of “government leadership, enterprise investment, community coordination and villagers' participation”; and a tourism optimization and quality enhancement strategy consisting of “cultural excavation, science and technology promotion and green development”. The strategy relies on the Longji company's capital investment, the government's policy-oriented support and the villagers' contribution to the realization of the labor, the villagers are responsible for maintaining the terraced landscape, the tourism company and the cable car company will be 7% of the annual ticket revenue returned to the village “dividends”. According to the villagers, cultivating a mu of terraces can be realized “five” income, respectively, for the state grain subsidies, grain sales income, Longji end of the year dividends, planting incentives, tourism industry income, on the road to prosperity.

3. 4 Xiaya Geological Culture Village, Jinya Yao Township, Fengshan County, Hechi City: Digital Countryside + Ethnic Culture + Geological Popularization

Located in the northwest of Guangxi, Xiaya Village is a famous old revolutionary area and a poor area. With a history of 460 years, Xiaya Village has a population of 1, 895 Zhuang, Yao and Han. In recent years, Xiaya Village has been actively expanding the road of cultural industry development, and has come out with a development model of digital village + ethnic culture + geological popularization. First, gathering digital technology innovation, accelerate the construction of digital village. At present, the lower teeth of the village has been fully installed solar street lamps, for villagers traveling at night to provide great convenience. According to the villagers, the rate of upgrading and transforming the village's electric power grid, the rate of access to the optical network and the effective coverage rate of the 4G network have all reached 100%, which further improves the level of rural informatization. At the same time, digital management tools have been actively introduced to promote the intelligence of rural governance, helping the village of Xiaya to take solid steps on the road of digital village construction. Second, the realization of cultural digital empowerment, collaborative promotion of the protection of national culture. Xiaya Village is also characterized by a rich ethnic culture, covering Yao ethnic customs, red revolution and longevity culture. The village focuses on the “blue Zhuang” national costume, using digital platform promotion, to create a clothing brand, through the “live + e-commerce” mode, the blue Zhuang dress and its pattern pattern into the modern trend of products, such as blue clothing on the tung flower, butterflies and other floral patterns Used in bags, cheongsams on bags and so on. According to the village party secretary, “Blue Strong” clothing has actively driven 86 families to participate in spinning, weaving and other traditional skills to realize women's home employment, greatly enhancing the village left-behind children, empty-nested elderly people's sense of well-being. Third, relying on its own geological resources, integration of science and technology to carry out geoscience popularization. Xiaya Village is rich in geological relics, with a total of more than 20 important geological relics, the construction of cave halls, paleontological fossils, stratigraphic sections and ore origin and other popular science activities. According to the interview with the relevant personnel in charge of the village committee, the village has planned four popular science study routes, and will adopt panoramic VR guided tours, compile popular science books, and produce vivid audio-visual products, as well as use big data analysis to optimize the delivery of popular science content and build an online interactive popular science platform, so as to comprehensively and at various levels to promote the wide dissemination and practical application of geological popular science knowledge.

4. OPTIMIZATION PATH AND POLICY SUGGESTIONS FOR DIGITAL CREATION OF RURAL CULTURAL TOURISM INDUSTRY IN ETHNIC AREAS

4. 1 The Optimization Path of Digital Creation of Rural Cultural Tourism Industry in Ethnic Areas

4. 1. 1 Resource digitization phase

First, the village's network infrastructure has been optimized and upgraded. The government and other relevant departments have increased financial investment in the village, accelerated the layout of the village's new infrastructure such as 5G, artificial intelligence, and the Internet of Things, and endeavored to push forward the coverage of network infrastructure to the entire village and its extension to households. Second, the village's cultural resources are systematically inventoried and comprehensively sorted out. The government will set up an interdisciplinary professional team to collect the village's cultural resources in detail using various methods and technologies such as optical scanning, big data, and three-dimensional modeling, and make use of digital archives to inventory, categorize, and enter the resources. Thirdly, the development direction of the village's rural cultural industry is rationally planned. Combined with the results of resource inventory and assessment, the village's cultural resource advantages, regional advantages and policy advantages are fully recognized, so as to accurately

position and formulate a scientific and reasonable development plan for the village's cultural industry.

4. 1. 2 Industry synergy stage

First, develop new forms of rural cultural industries. Under the background of digital economy, innovate the development thinking of rural cultural industry, implement diversification strategy, use digital technology to create and disseminate cultural products and experiential projects showing rural characteristic culture, folk skills and other aspects, and make full use of industrial forms such as knowledge service and network literature to revitalize rural excellent cultural resources. Second, synergistic development within the industry. In view of the backwardness of the management of cultural industries in rural areas, the inefficiency of resource utilization, and the weakness of market competition, the policy should take the lead in guiding the restructuring and transformation and upgrading of the industry, setting up cooperatives, and forming a multi-party linkage working mechanism. Thirdly, inter-industry synergistic development. Integrate cultural elements into the design of agricultural products, rural tourism experience and rural life scenes to parse and add value to rural culture. Connecting different industrial chains through digital technology to realize complementary integration of products, technologies and even markets, creating new industrial chains and business models.

4. 1. 3 Digital Innovation Stage

First, content innovation. Cultural resources through the use of Internet platform VR virtual reality, AR augmented reality, 3D digital rendering and other technologies to achieve the revitalization of cultural relics, while digging deeper and expanding the historical, artistic and scientific values and the spirit of the times contained in cultural relics, enriching the cultural supply and promoting cultural consumption. Secondly, the dissemination method is innovative. The village with the media group to create a digital construction base, and Internet companies to create "5G + AR" intelligent digital cultural tourism, the full use of WeChat public number, regularly push the characteristics of the region's culture, the use of short videos to show the local flavor, the real scene of the countryside, multi-party linkage to form a synergy of dissemination, so that cultural dissemination of the realization of the mobility, digitalization and living. Thirdly, we should innovate institutional mechanisms, establish villagers' group meetings, representatives' meetings and village sages' associations, etc., so as to listen extensively to farmers' opinions and, taking into account their cultural needs, formulate and implement a scientific mechanism for the protection of non-legacy, and safeguard the protection of productivity and inheritance.

4. 1. 4 Sustainable development phase

First, build a new model of integrated development. The government plays a leading role in policy, guides the digital economy resources to tilt to the rural cultural industry, builds a "government-enterprise-farmer" three-level linkage system, optimizes the allocation and efficient use of encouraging rural collective economic organizations, farmers and other active participation in the formation of a community of interest, through the sharing of shares, cooperation, interest linkage and other ways to share the dividends brought by the development of the digital economy, and jointly promote the sustainable development of the digital economy. Through shareholding cooperation and benefit linkage, they can share the dividends brought by the development of the economy and jointly promote the sustainable development of the rural cultural industry. Second, pay attention to social welfare and human justice and equality. With the help of digital technology, we will improve the intelligence and refinement of rural social governance, build a digital rural governance platform, realize online and convenient government services, improve the efficiency of government services and farmers' satisfaction, strengthen the construction of rural public service facilities, improve the benefit linkage mechanism, safeguard the legitimate rights and interests of farmers in the development of the industry, and promote the harmony and stability of rural society. Third, strengthen the publicity and popularization of the concept of ecological civilization. Through education, guidance and demonstration, villagers should be guided to establish the concept of ecological civilization of respecting, adapting to and protecting nature, so as to strengthen the construction of ecological civilization in rural areas.

4. 2 Policy Recommendations for Digital Creation of Rural Cultural Tourism Industry in Ethnic Areas

4. 2. 1 Building the cornerstone of digital culture and driving the development of rural digital intelligence

Based on the guidance of improving the digital master plan of rural cultural industry, aiming at the current situation that the digital development mode of rural cultural industry is still in the early stage, aiming at improving the

activity and sustainability of rural cultural industry. First, strengthen the management of strategic planning to build a rural digital system. In view of the fact that the current digital village construction mainly relies on independent exploration and lacks overall planning, the overall design and planning should be further strengthened. By combining design pilots and independent exploration, the pattern of rural cultural industry development combines farmer-led, enterprise-driven and social participation, supporting the cultivation of rural digital cultural market, strengthening related infrastructure construction, establishing a working linkage mechanism, forming a comprehensive and coordinated mechanism for promoting the construction of the digital countryside, consolidating the foundation of development, and perfecting the digital countryside governance system. Secondly, the development is driven by categorized policies to meet the different needs of the four villages. In view of the differences in the conditions of the four villages, a diversified approach is needed to promote the construction of digital villages. Based on the overall design, fully respecting and considering regional differences, the villages should be reasonably categorized, policy synergies and information sharing should be strengthened, and a sound operation and management mechanism should be established that is compatible with data-driven intelligent strategic decision-making, operational decision-making, and innovative decision-making. In addition, it is necessary to establish a sound system of statistics and monitoring and evaluation of digital villages, and to summarize and promote beneficial experiences and typical models in a timely manner, so as to accelerate the digital transformation of the rural cultural industry and consolidate the capacity base for the development of digital villages.

4. 2. 2 Attracting and Cultivating Converging Talents to Drive Digital Culture Development

In order to realize the development of rural cultural industry, it is necessary to start from the perspective of subjective talents, combined with the organization and coordination mechanism of the government and village collectives, and make efforts to introduce and cultivate rural digital talents. First, introduce digital talents to build cultural villages. The government implements tax incentives, housing subsidies and education subsidies, and provides financial support for entrepreneurship to attract cultural talents to return to the countryside. At the same time, it attaches importance to the construction of the talent echelon, adopts the teaching mode of combining online and offline, breaks the time and space limitations, and develops appropriate online courses on digital skills, covering the fields of e-commerce, network marketing, data analysis and cultural and creative industries. In addition, it is supplemented by offline practical training, which helps young talents accurately master practical skills through field operations and case studies. Finally, local talents play a leading role in the digitalization process of rural cultural industry, driving the deep integration of cultural industry and digitalization. Secondly, strengthen planning and management, consolidate the cornerstone of cultural industry, and establish the foundation of talents. By cultivating the rural cultural market, improving the digital infrastructure, strengthening the synergy of talent policies and information sharing, and constructing a perfect system of statistics and monitoring and evaluation of the digitalization of the cultural industry, we can provide a solid foundation for the digital development of the cultural industry. In the process of promotion, the demand of villagers should be oriented, with the help of the villagers' meeting and other channels to collect opinions widely, summarize and promote the successful experience of talent introduction and typical models in a timely manner, so as to ensure that the digitization construction and the actual needs of the countryside are in line with each other.

4. 2. 3 Relying on the advantages of local resources, shaping the famous brand of cultural industry

Fully consider and utilize the unique resource endowment structure of each countryside, and comprehensively study and promote the promotion role of digital economy in the rural cultural industry from three dimensions of in-depth excavation of resources, branding and digital integration. First, deeply excavate the unique resources of the countryside as the core competitiveness of the cultural industry. Accurately locate the unique and advantageous cultural resources in the countryside, and increase the effective supply of products and services rich in agricultural interest and flavor. Utilize digital technology to carry out innovative transformation of products and services. At the same time, pay attention to the inheritance and innovation of rural culture, protect and inherit the excellent traditions of rural culture, realize the optimal allocation of resources, and enhance the overall development efficiency of rural cultural industry. Secondly, shape the countryside cultural brand with identity. Through branding strategy, rural cultural products are given unique brand characteristics and strong brand influence. Utilize digital technology to build a digital resource library with extensive content and cutting-edge technology and a sophisticated information display platform, and meticulously categorize and accurately display valuable cultural resources such as rural cultural landscape, folk memory, folk customs and so on. Through the digital cloud platform, digital memory museum and other high-end carriers, it realizes the diversified and refined presentation of rural cultural landscape, attracts the attention of more consumers and investors, and expands the influence of

rural cultural industry.

5. CONCLUSION

This project analyzes the driving mechanism and evolution path of digital economy in promoting the development of rural cultural industry in four case studies in ethnic areas. The results of the study reveal that the digital economy significantly improves the digitization level and innovation ability of rural cultural industries, enhances their attractiveness and influence, and promotes the synergistic development of related industries. This paper further suggests that the integration of digital economy and rural cultural industry in Guangxi ethnic areas can be further deepened by improving the digital master plan of rural cultural industry, absorbing professional talents, and constructing high-end digital platforms, so as to stimulate the endogenous power of rural culture.

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CONFLICT OF INTEREST

The authors declare no conflicts of interest relevant to this study.

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