

IMAGE CHARACTERISTICS OF RURAL ECOLOGICAL CULTURE UNDER RURAL VITALIZATION POLICY

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ABSTRACT

The construction of ecological culture is a major issue concerning the national economy and people's livelihood. In order to clearly recognize the image characteristics of rural ecological culture development based on the rural revitalization policy background and achieve the harmonious development of rural economic operation, this paper, a case study on the image characteristics of rural ecological culture under the rural revitalization policy is performed, and an in-depth analysis of ecological culture is performed with respect to natural ecology and social ecology of culture. Then, the results of in-depth analysis and case study indicate that cultural ecology has the typical characteristics of heritability, variability and diversity, and that, the development of rural ecological culture in Changzhou is relatively good in connection to natural resources, construction resources and human resources, in which Liyang contributes the most to ecological culture in Changzhou, accounting for 40%. In view of the above, the research results provide a certain reference value for policymaking under the rural revitalization strategy.

KEYWORDS

Rural revitalization; Ecological culture; Rural development; Ecological protection; Cultural image characteristics

INDEX

ABSTRACT

KEYWORDS

1. INTRODUCTION

2. ECOLOGICAL CULTURE CHARACTERISTICS

- 2.1. Heredity of ecological culture
- 2.2. Variability of ecological culture
- 2.3. Ecological and cultural diversity

3. CONSTRUCTION OF RURAL ECOLOGICAL CULTURE IN THE CONTEXT OF A RURAL REVITALIZATION STRATEGY

- 3.1. Connotation of ecological culture
- 3.2. Path Selection of rural ecological culture construction in the context of a rural revitalization Strategy
 - 3.2.1. Change ideology and build a spiritual civilization
 - 3.2.2. Strengthen the support of science and technology and develop the ecological economy
 - 3.2.3. Strengthen infrastructure construction and improve the living environment
 - 3.2.4. Build a regulatory mechanism and improve the evaluation system

4. RESULTS AND ANALYSIS

- 4.1. Overview of cultural resources of Changzhou villages
 - 4.1.1. Natural resources
 - 4.1.2. Building resources
 - 4.1.3. Humanistic resources
- 4.2. Example analysis

5. DISCUSSION

6. CONCLUSION

REFERENCES

1. INTRODUCTION

The unbalanced development is mainly reflected in the unbalanced development of urban and rural areas, and the underdevelopment is mainly reflected in the underdevelopment of rural areas. The implementation of the rural revitalization strategy is to solve the problems of unbalanced development of urban and rural areas and insufficient development of rural areas in the country [1-3], which is an objective choice for China to achieve prosperity, democracy, civilization, harmony and beauty [4].

Building an ecological civilization is crucial to the implementation of the rural revitalization strategy [5-6]. The promotion of ecological culture in the new era needs to be carried out and needs to be combined with the rural revitalization strategy [7] to continuously meet people's demand for a high-quality life and a beautiful ecological environment. The construction of rural ecological culture is both the main content of the rural revitalization strategy [8] and the goal of its pursuit [9]. Paying great attention to the construction of rural ecological culture is of great significance to promote the rural revitalization strategy and achieve the goals and tasks [10].

Current social development has greatly facilitated people's lives, but it has also resulted in negative impacts on mainstream culture [11] and the proliferation of information. This, in turn, has created an imbalance in ecological culture and increased the problems of ecological cultural governance. Ecological culture is typically characterized by heritability, variability, and diversity [12]. Grasp the characteristics of rural ecological culture under the rural revitalization policy, to grasp the study of rural ecological culture governance [13]. It is of great significance to govern the imbalance of rural ecological culture and rebuild a good ecological culture system. It creates a good environment conducive to the development of ecological culture and promotes the harmonious and healthy development of rural ecological culture [14].

Areas that have not been affected by urbanization are considered to have the highest value in terms of protecting physical factors [15-17], while areas strongly affected by urbanization are considered to have the highest value in terms of protecting social factors [18-19]. The literature [20] constructed an evaluation index system based on the Chinese rural water situation [21-22]. In the literature [23], three secondary indicators and 18 tertiary indicators were selected [24], and the Delphi expert consultation method and hierarchical analysis were used to weight each indicator [25] to build the evaluation system [26]. Based on the current situation of Beijing's rural ecological environment, the literature [27] analyzed the shortcomings of Beijing's rural areas based on the construction of ecological habitat, ecological industry and ecological culture [28], and proposed measures and prospects to promote the construction in Beijing's rural areas. Strengthening rural ecological environmental protection is conducive to sustainable economic and social development and cultural construction in Beijing. The literature [29] analyzed the relationship between the vision of rural revitalization and the complex natural-cultural-

economic system, taking the rural areas in southern Jiangsu, where urban-rural integration and agricultural modernization are rapidly developing, as an example, and studied the problem of rural ecological construction and its causes from three aspects: planning vision, planning methods, and planning contents [30]. Further, different types, dimensions, and levels of planning strategies are proposed to guide the practice of rural ecological construction in southern Jiangsu and to achieve the goal of rural revitalization. To sum up, rural ecology is an important research target both at home and abroad, and rural areas are viewed from various perspectives, and with economic development, rural conditions are gradually emphasized. Therefore, this paper proposes a kind of research on the imagery characteristics of rural ecological culture under the rural revitalization policy. Through analyzing ecological culture characteristics from multiple perspectives, the construction of rural ecological culture under the background of rural revitalization strategy is constructed. The ideas and concepts of rural ecological culture construction and development are implanted into the minds of the grassroots. Recognize the importance of rural ecological culture construction and sustainable economic development. Promote the comprehensive development of rural spiritual civilization and guarantee economic development and ecological culture construction.

2. ECOLOGICAL CULTURE CHARACTERISTICS

As an inseparable part of social development, culture develops in harmony with other aspects of society, forming the external order of culture [31]. At the same time, culture itself is an organic whole, and the harmonious development of the elements within culture constitutes the ecological order within the culture. A good and orderly external ecological order of culture is an important reason for the development of culture and the harmonious development of the whole society. A good and orderly internal ecological order of culture is the inherent foundation for the sustainable development of culture and maximization of its functions. Only when the internal and external ecological order of culture is in an orderly state of development can culture and society develop healthily [32].

2.1. HEREDITY OF ECOLOGICAL CULTURE

The development process of any cultural ecosystem is a process of inheritance and development, and the corresponding characteristics of cultural ecology are the heritability and variability of cultural ecology. With the development of the times, after a long period of baptism, some cultural factors are inherited, while other cultural factors that do not adapt to the development of the social environment will be eliminated or broken, thus producing new cultural factors, and this process is the inheritance and variability of cultural ecology. There are two main ways of cultural-ecological inheritance, one is to complete the genetic process through information transmission, and the other is to complete the genetic process through education [33]. Inheritance through information carriers includes cultural achievements in material

form created by previous generations, as well as non-material cultural traditional concepts. For example, language, religion, customs, moral concepts, political system, legal system, marriage concept, thinking habits, etc. These systems and concepts greatly influence people's social activities and have a subtle influence on them, so they are more likely to be passed down. Therefore, these concepts and systems are relatively stable factors in the development of cultural ecology [34]. Education has been playing a role in the inheritance of cultural ecology since the birth of human beings in primitive societies, but education has different expressions in different social periods.

2.2. VARIABILITY OF ECOLOGICAL CULTURE

Cultural transmission occurs in the process of human socialization because the social environment changes more quickly and frequently than the natural environment. It leads to changes in ecological culture that are also more drastic than those in biology, just as changes in species accumulate to a certain degree, and new species are produced [35-37]. When ecocultural variation accumulates to a certain degree, it is accompanied by the disappearance of the old ecoculture and the creation of a new one.

Ecological culture has variability, which provides the basis for its self-renewal. The variation of ecological culture is a dynamic development process. Just as the law of development of anything is a unity of progress and twists and turns, the development trend of new things is bound to be resisted and stifled by old things. The development of ecological culture is not smooth, but tortuous. Therefore, advanced culture must continue to develop and innovate to adhere to its direction of advancement and maintain its advanced nature. It is also necessary to follow the general laws of cultural development and create an open and good atmosphere for cultural innovation and development, rather than conservatism and complacency. Advanced culture should take the monoculture as the leader and vigorously develop multiple cultures. Only by consciously resisting the decaying roots of cultural dross, cutting off undesirable roots and absorbing reasonable factors from other cultural ecosystems, can we maintain our advancement in the process of mutation. Do not be conservative, not be complacent, and actively innovate.

2.3. ECOLOGICAL AND CULTURAL DIVERSITY

The diversity of cultural ecology has the same impact on human society as biodiversity has on the biological world. Just as biological genetic diversity facilitates genetic renewal and biological evolution, cultural ecological diversity facilitates the healthy and diverse development of cultural ecosystems around the world.

Ecological culture is diverse, and countries and peoples around the world have developed unique ecological culture systems in the long history of development. At the same time, it has added color to the world's rich and colorful culture. Countries

with advanced cultures have formed their eco-cultural systems and produced their distinctive types of eco-culture in the course of historical development, which is a very important link that must be inherited and developed for future cultural development in the world. Various ecological cultural systems have made important contributions to the development of world culture. We should advocate ecological and cultural diversity, and adhere to cultural diversity and our cultural traditions. Therefore, in building a harmonious culture, we should maintain cultural diversity and adhere to the characteristics and openness of the nation. Internally, we should achieve the protection of ethnic culture, especially the diversity of minority languages, religious beliefs and folk customs. Externally, we should maintain openness, absorb the essence of foreign cultural achievements while maintaining the nation's characteristics, and continuously develop and build our own national culture.

3. CONSTRUCTION OF RURAL ECOLOGICAL CULTURE IN THE CONTEXT OF A RURAL REVITALIZATION STRATEGY

3.1. CONNOTATION OF ECOLOGICAL CULTURE

Scholars' connotations and definitions of cultural ecology mainly include: cultural ecology refers to the interaction between human culture and behavior and the social environment. All components of human culture are an interactive whole, and the result of this interaction makes human culture evolve and develop continuously. It is the way and state of interaction and interaction between various specific cultural forms and certain social and cultural systems within a certain period and is the organic unity of various factors that affect the survival and development of culture, including both the natural and social ecology of culture.

Each part of human culture is an interactive whole, an ecosystem similar to a natural ecosystem. In this system, different cultural elements, cultures and their habitats interact, interdepend on each other and nourish each other, constantly exchanging information and energy to maintain the homeostatic continuity of society. Ecoculture is a cultural system composed of various cultural elements, in which various cultural factors are interlinked, constrained and dependent. Ecological culture cannot be separated from the ecological environment, which is important in the emergence, development and evolution of ecological culture. Its interior is constantly changing and in a dynamic state of flux. Its exterior is stable and continuous. Ecoculture is culture in a specific environment, and the differences in cultural habitats are an important reason for the survival of cultural diversity.

3.2. PATH SELECTION OF RURAL ECOLOGICAL CULTURE CONSTRUCTION IN THE CONTEXT OF A RURAL REVITALIZATION STRATEGY

3.2.1. CHANGE IDEOLOGY AND BUILD A SPIRITUAL CIVILIZATION

Cognition influences thinking and thinking determines action. The construction of rural ecological culture starts from the thoughts and spirits of the grassroots people. Through education, training and daily propaganda, we should implant the thoughts and concepts of rural ecological culture construction and development into the minds of the grassroots people, raise people's attention to rural ecological culture construction through direct and indirect communication, make people realize the important role of rural ecological culture construction and sustainable economic development, and encourage them to participate in rural ecological culture construction.

Villagers who have been living in rural areas for a long time lack the opportunity to receive education and the awareness of receiving education. It should not only pay attention to the investment and development of rural ecological environment and infrastructure but also the development of rural cultural and recreational activities to meet the cultural needs of the people. Secondly, we should also increase the investment and construction of rural fitness equipment and fitness places to promote the overall development of rural spiritual civilization.

3.2.2. STRENGTHEN THE SUPPORT OF SCIENCE AND TECHNOLOGY AND DEVELOP THE ECOLOGICAL ECONOMY

Industry drives the economy and economic development of rural areas. The construction of rural ecological culture should be based on the characteristics of local development, the scientific and reasonable industrial layout of the construction area, realize the perfect combination of economic and ecological benefits, improve the development of rural green agricultural products, enhance the core competitiveness of rural ecological agricultural products, form special industries, create regional brands and develop the local ecological agricultural economy.

The goal is a development mechanism coordinated with the integrated development of urban and rural areas, and the new ecological countryside is a development model supported by science and technology. Accelerate the independent innovation and application of science and technology to form a new pattern of rural, agricultural and farmer-style development. First, agriculture and rural areas supported by science and technology are a development model of production, consumption, recycling and reproduction, the whole development link is clean and sanitary without pollution, fully realizing the harmonious development of rural economic operation and ecological environment. Second, the production and consumption in the process of rural life. The popularization of high-tech industrial products will make people's lives more convenient, and the production and use in the whole process of life more civilized. Third, the construction of ecological culture is a long-term project, which

cannot be separated from the long-term persistence of publicity and promotion personnel. It is necessary to play the correct guiding role of science and technology promoters, adopt green products that have a positive effect on ecological rural construction, and promote the production and application of green technology.

3.2.3. STRENGTHEN INFRASTRUCTURE CONSTRUCTION AND IMPROVE THE LIVING ENVIRONMENT

The construction of rural ecological culture should adhere to people-oriented, respect the laws of nature, conform to nature and protect nature. Deepen the system of harmonious coexistence of humans and land to improve and optimize the human living environment. Rural land resources are limited. We should adhere to economic development and protective development so that the harmony and beauty of nature are in line with the concept of tranquil ecological civilization. The relevant departments should carry out the construction of rural ecological culture at the same time, do a good job of planning the construction of rural housing ecological culture, scientific and reasonable use of rural land space, correct the current situation of rural deficiency, strengthen the management of rural environmental health so that rural areas are full of rural civilization and ecological habits of livable life.

Sustainable development is an important concept in the construction of rural ecological culture, and protective development of resources and infrastructure construction should focus on protecting ecological civilization and the environment. State capital investment faces many difficulties, which brings great obstacles to rural economic development. The main purpose of rural ecological construction is to change the situation of backward rural infrastructure, unregulated environmental management and uncoordinated economic development, to help the majority of rural farmers and people to embark on the road of economic development, to seek economic development benefits for the people and to promote harmonious rural development. To reduce the harm to the environment in a scientific way of development, to achieve the purpose of protecting the ecological environment, to form a benign development of resources and environment.

3.2.4. BUILD A REGULATORY MECHANISM AND IMPROVE THE EVALUATION SYSTEM

The new round of rural development planning should take ecological livability as the core, and during the planning and construction process, the entry of enterprises harmful to the environment should be avoided, and those causing pollution should be corrected, rectified, or even stopped. The harmonious development of rural economy and ecology needs a perfect environmental evaluation system to ensure that there is a basis for supervision and evaluation in the process of rural ecological culture

construction so that the rural ecological environment can be improved comprehensively.

The construction and development of ecological rural areas require not only input and effort in the process but also supervision in all aspects of the whole process. Therefore, it is necessary to improve the supervision mechanism of rural construction. First of all, supervision in the implementation process first needs a rules-based supervision system and implementation norms. Modern ecological civilization in the new countryside should be based on local characteristics and people's habits of living and should be planned by local conditions and scientific layout so that economic development and rural planning can be coordinated and harmonized. Secondly, the problems that are difficult to adjust during the construction process should be solved by legal means, and the corresponding restraint mechanism should be established and improved from the legal level so that the grassroots government can provide the basis and laws for rural environmental governance and protection. Finally, the improvement of the system is the primary link, and the implementation is the key. Strictly abide by laws and systems to protect the rural ecological environment. In the process of supervision and law enforcement, the ecological protection awareness of the whole society should be cultivated to effectively guarantee orderly economic development and ecological construction.

4. RESULTS AND ANALYSIS

We take the villages in Changzhou as an example. Among the villages in Changzhou, there is one national historical and cultural village - Jiaoxi Village, two provincial historical and cultural villages - Shazhang Village, Yangqiao Village, and one Chinese traditional village - Yangqiao Village. Changzhou is rich in rural cultural resources, with unique natural resources, rich architectural resources and strong local characteristics.

The villages in Changzhou are mainly located in urban areas, Wujin, Jintan and Liyang, and are mainly represented by the existing Qing Dynasty and Republican architectural forms. At present, there are dozens of villages in Changzhou, including Jiaoxi Village, Yangqiao Village, Wei Village, Zhaiqiao Village, Yuxiang Village, Tangqiao Village, Minghuang Village, Xiaohe Village, Wansui Village, Xiajixi Village, Mahang Shangdian Village, Caoqiao Village, Furong Shuangmiao Village, and Daixi Village, Ma'an Village. In Jintan, there are Dongpu Village and Lushubagua Village. In Liyang City, there are Longweigu Village, Shagang Village, Shenxi, Qicun and Jiming Village.

4.1. OVERVIEW OF CULTURAL RESOURCES OF CHANGZHOU VILLAGES

4.1.1. NATURAL RESOURCES

Natural resources of traditional villages generally refer to the environmental resources around traditional villages during their formation, such as topography, landforms, mountains, rivers, farmland, forests, vegetation and other natural resources. Wujin Jiaoxi Village is surrounded by mountains such as Shunshan, Phoenix Mountain, Qinwang Mountain, Heshan Mountain, Shiyan Mountain and other mountain ranges stretching incessantly, and Shun River on the east side, connecting the Yangtze River and Taihu Lake. In this village, the Longxi River winds through and is built along the river in the surrounding streets. Yangqiao Village is located on the shore of West Taihu Lake, and the waters of West Lihe Lake, East Taihu Lake and West Taihu Lake flow through the village in turn.



Figure 1. Rural ecological nature, architectural development

4.1.2. BUILDING RESOURCES

The village construction resources in Changzhou mainly refer to street and alley architecture, ancient bridges and ancient roads, and high mountain architecture. Street and lane architecture is generally the general layout and structural form of the village, consisting of blocks, alleys, ancient buildings, traditional dwellings and so on. There are five streets and thirteen alleys in Jiaoxi village, with streets about 300 meters long from east to west and 50 meters long from north to south, hundreds of which were built in the Qing Dynasty and the People's Republic of China. Up to now, there are about 27,000 square meters of traditional buildings of the Ming and Qing dynasties and the Republic of China in the territory of Yangqiao village, and more than

1,000 meters of stone berms are well preserved. Now there are 5 old streets and 6 ancient bridges.

4.1.3. HUMANISTIC RESOURCES

The villages in Changzhou have rich humanistic and historical cultural resources, such as celebrity resources, folklore, ritual culture and other intangible cultural heritage. The traditional folklore of Yangqiao includes the Yangqiao temple fair, traditional dances such as "Mendacity" and "36 lines", traditional art of Yangqiao paper twisting, traditional sports, acrobatics of fixing wheelbarrows, traditional skills of Su Dongpo "red friend wine" brewing, Yangqiao head boat making and so on. In Dongpu village of Jintan district, there are front fish lanterns and silk string gongs and drums; in Wansui village of Wujin district, there are Wansui monkey lanterns; in Liyang city and Shagang village, there are temple fairs, public hall open doors, horse lanterns and lion dances.



Figure 2. Rural eco-humanistic development

4.2. EXAMPLE ANALYSIS

Changzhou villages have rich tourism resources, such as ancient buildings, traditional houses and folk customs, which continue the development of villages, inherit local folk customs, reflect distinctive regional cultural characteristics and have

high tourism value. The villages in Changzhou are located in the water town of Jiangnan, with the typical regional style of "small bridges, flowing water and people's homes". With people's enthusiasm for rural cultural tourism, traditional villages have certain tourism values as they integrate the traditional culture and unique style of beautiful countryside. The scientific and reasonable development of villages is conducive to realizing their economic value and obtaining good economic benefits. A large number of traditional villages in Changzhou are located in rural areas with backward economic development and almost no development. Relying on their rich natural resources, architectural resources and historical and cultural resources, their scientific and reasonable development can improve residents' income, raise their living standard, increase employment opportunities and realize their economic value.

According to the research on the characteristics of rural ecological cultural imagery, it is clear that the characteristic elements of its cultural imagery expression are multifaceted, but with unique characteristics. Such as the evolution, inheritance, habits and other cultural characteristics of each village. The above natural resources, architectural resources, and human resources are divided, with rivers, farmland, and vegetation as secondary indicators of natural resources, roads, bridges, and ancient buildings as secondary indicators of architectural resources, and celebrity resources, living and cultural habits, and cultural literacy as secondary indicators of human resources. Each item is 10 points, and the total is 100 points, as shown in Table 1.

Table 1. Classification indicators of cultural imagery characteristics in rural Changzhou

Resource	Type	Characteristic situation	Wujin/Fraction	Jintan/Fraction	Liyang/Fraction
Natural resources	River	Quality of river water	9	7	9
	Farmland	Farmland soil quality	8	7	9
	Vegetation	Vegetation cover	9	6	9
	Air environment	Environmental Quality	8	5	9
Building resources	The way	Road quality	7	4	8
	Bridge	Bridge support	8	5	8
	Ancient building	Conservation of ancient buildings	7	4	9
Human Resources	Celebrity Resources	Influence	6	4	7
	Living and cultural habits	Popularity	8	6	9
	Cultural literacy	Literacy strength	8	5	9
Total score			78	53	86

Table 1 shows that the cultural imagery characteristics of Changzhou's three main regions, Wujin, Jintan and Liyang, can be analyzed by dividing each resource carefully.

From the data in the table, we can see that the overall score of Jintan is low, especially in architectural resources, the score is mostly 4-5, especially in the protection of ancient buildings, the score value is 4. The overall score of architectural resources lowers the score of the whole region, so it can be concluded that the natural resources, architectural resources and human resources of traditional villages are organically combined into a whole, and the relationship between various resources should be considered as a whole, and they should not be separated for one-sided protection and development. Architectural resources such as traditional houses, ancient buildings and alpine roads are the material carriers of traditional village cultural resources. They constitute the organic whole of traditional village cultural resources together with the immaterial carriers of traditional village cultural resources such as folk culture. In the protection and development of traditional village cultural resources, we should pay attention to both tangible material cultural resources and intangible material cultural resources, thus forming a complete combination of tangible and intangible.

Among them, the overall ecological and cultural imagery characteristics score of Wujin is 78, while the lowest score of Jintan is 70 and the highest score of Liyang is 82, which means that Liyang has higher ecological and cultural aspects and the development is better maintained. Protecting and inheriting these traditional rural cultural imagery makes the history and culture of traditional villages deeply rooted in people's hearts and realizes the sustainable development of traditional village resources. In the development of cultural resources of traditional villages, sustainable economic development should be taken as an important grasp, and short-term economic benefits should not be pursued unilaterally to achieve sustainability.

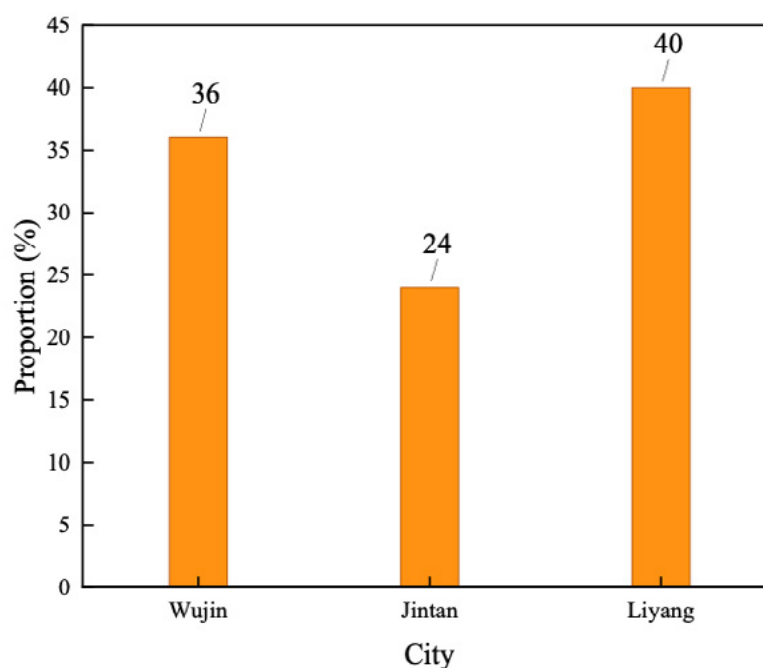


Figure 3. The proportion of ecological and cultural imagery features in the three regions

It can be seen from Figure 3 that Wuzhen accounts for 36%, Jintan accounts for 24% and Liyang accounts for 40% in the three regions, thus learning that Liyang has the best development level under the rural revitalization policy and adds a splash of color to Changzhou's rural ecological culture. Jintan needs to encourage publicity more the next time, improve ecological culture in all aspects, maintain ecological balance when protecting and developing traditional villages, follow ecological laws, consider the carrying capacity of the local natural environment, achieve sustainable development of material and cultural resources in traditional villages, and make Changzhou's overall development level improve.

5. DISCUSSION

The purpose of ecological and cultural conservation is to create an ecosystem that is conducive to healthy and sustainable cultural development. Rural ecological and cultural conservation is to protect the constituent elements of folk culture and its habitat, as well as the inner operating mechanism that promotes the normal operation of rural ecological culture under rural revitalization, i.e., to protect the culture and its check and balance relationship with its survival habitat. While continuously coping with the natural ecological environment, we have built a unique rural ecological culture. To build a rural ecological culture reserve, we must accurately understand the characteristics of the formation of rural ecological culture, so that the construction of a rural ecological culture reserve can be targeted and effective.

6. CONCLUSION

With the acceleration of urbanization, the natural economic and social relations under the traditional culture are broken. The relatively stable landscape structure of ancient villages precipitated by history is rapidly changing. Changzhou's villages are based on ecological protection, and most traditional villages are located in ecological civilization demonstration areas. They embody unique and distinctive rural characteristics, possess rich tangible and intangible cultural heritage, and are an important part of the cultural heritage development project. It becomes more necessary and urgent to study the landscape characteristics of traditional villages in Changzhou and explore their cultural heritage.

1. By analyzing the unique culture contained in natural resources, architectural resources and human resources in the development of Changzhou's rural ecological culture, we can understand the characteristics of the resources and environment in the formation of Changzhou's rural ecological culture, and then provide reference for the preservation and development of rural ecological cultural resources under the policy and promote the implementation of rural revitalization strategy.

2. Through natural resources, architectural resources and human resources, scores were assigned to the rural ecological and cultural imagery characteristics of three regions in Changzhou, among which Wujin's evaluation score was 78, Jintan's 53 and Liyang's 86, indicating that Liyang's overall ecological and cultural imagery characteristics developed best under the rural revitalization policy.
3. The proportion of the three regions is divided, from which we can see that Wujin accounts for 36%, Jintan accounts for 24% and Liyang accounts for 40%, Liyang contributes the most to the ecological culture of Changzhou, but we cannot ignore the other regions, we have to take a comprehensive and balanced development.

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