

Research and Empirical Analysis on the Path of Artistic Rural Construction to Promote Rural Revitalization

-- Taking Bishan Village in Anhui as an Example

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Abstract

This study constructs a mechanism model of art rural construction to promote rural revitalization through a case study of art rural construction in Bishan, Bishan Village, Yixian County, Huangshan City, Anhui Province, and draws the basic conclusions that art rural construction can have a positive impact on culture from talent, industry, ecology and organization, and talent can have an indirect positive impact on culture through industry, ecology and organization, and organization can have a positive influence on culture. Then, according to the model, the current development problems of rural construction to promote rural revitalization are proposed. Finally, specific policy suggestions are put forward from the three levels of the countryside, the government and the industry to guide and promote the art and rural construction to better contribute to rural revitalization.

Keywords

Artistic rural construction; Rural revitalization; Case study; Characteristic industry.

1. Introduction

With the advent of the new era, the construction of beautiful villages is no longer confined to the traditional mode of village construction, but focuses on the harmonious development of man and nature, and puts forward new requirements for the management of the people's food, clothing, housing and transportation to the appearance of villages. Rural revitalization aims to achieve prosperous rural production, beautiful rural residence, civilized rural customs, rural harmony and the prosperity of the people in the countryside. Cultural revitalization is the internal driving force and spiritual leadership of rural revitalization. Cultural revitalization is the inherent driving force and spiritual leadership of rural revitalization. In the process of rural revitalization and construction, artists and designers propose to intervene in rural design in the form of art. Artistic intervention in rural design brings great development opportunities for rural inheritance and revitalization, and explores the cultural and aesthetic values of the rural environment. At the same time, art intervention in rural design is also facing the problem of the cultural value and aesthetic value of rural environment. At the same time, art in rural design is also facing some problems, the domestic art of rural construction only focuses on the physical space construction or leaves only "good-looking" works, which is not obvious to the comprehensive development of the countryside. Art rural construction can help realize effective governance in rural governance, but this has not been widely recognized. Existing art rural construction lacks systematic consideration of the social value of art and rural construction strategies. In some places, although art intervenes in rural construction, there is no practical connection with villagers, no input of art and culture according to the actual situation of the countryside, and no stimulation of farmers' self-awareness. Art needs to be

deeply involved in rural construction, and in-depth study of the social value of art and rural construction strategies is needed to stimulate the endogenous motivation of the villagers, enhance the civilization of the countryside, and achieve effective governance of the countryside. Taking Bishan Village in Yixian County, Huangshan City, Anhui Province as an example, this paper analyzes in depth the social value of art, the strategy of rural construction and the intrinsic connection between rural culture and art and the development of rural revitalization, and researches the role of artistic rural construction in boosting rural revitalization. Firstly, this project combed the relevant theories and research results of rural revitalization and art township building by means of literature review to provide theoretical basis for the project research and put forward research hypotheses. Secondly, through the empirical analysis of Bishan Village in Yixian County, Huangshan City, Anhui Province, it introduces the construction process and mode of artistic rural construction in Bishan Village in Yixian County, Huangshan City, Anhui Province, and its results of rural revitalization, and makes a preliminary analysis. Finally, the index system of the factors influencing the role of artistic rural construction in promoting rural revitalization is constructed. Using the research methods of literature analysis, questionnaire method and factor analysis method to obtain unstructured data, establish the factor analysis model, and further analyze the major and minor factors affecting the art township building to promote rural revitalization on this basis, so as to provide targeted suggestions for the government, society and the public to realize the art township building to promote rural revitalization. Suggestions for the government, society and the public

2. Research Hypotheses

2.1. Artistic and rural construction talents and ecological and cultural revitalization

The most direct impact of artistic rural construction on rural revitalization is reflected in cultural revitalization.

Artistic rural construction is to participate in rural construction through artists rooting art in the deep culture of the countryside. The artists practicing in the art of rural construction and the various talents cultivated in the process of art of rural construction are all determined to recognize and respect the rural culture, and to save the declining rural culture. In the "Bishan Project", Zuo Jing and Ou Ning spent more than two years of practice in Yixian County to conduct field surveys, record local folklore and handicrafts, and publish "Yixian Hundred Crafts". Their protection of local folk culture from an artistic standpoint invariably attracted a large number of people to come to visit and travel, which led to the development of rural tourism, and then led to the repair of local infrastructure. It can be seen that the original intention of the artists to protect local culture has objectively promoted the development of rural economy. The artist's original intention to protect local culture objectively promotes the development of rural economy.

The greatest visualized result of artistic intervention in rural construction is the reclamation of rural landscapes and the production of space. Artists need to explore the local ecological and human resources in the countryside for a long time. Artists need to explore the ecological and human resources in the countryside for a long time, and protect and transform them in a selective way, so they have a certain influence on the ecological protection of the locality; and whether artists can fully transform the ecological and human resources in the countryside into real value also requires that the locality is rich enough in local resources, which depends on whether the locality has geographic advantages or historical advantages; by implication, the ecology of the locality also influences whether it can contribute to the prior conditions for cultural revitalization of the locality. By implication, the ecology of the place also affects the

previous conditions of whether or not it can promote the cultural revitalization of the place. In view of this, the following hypotheses are proposed in this paper:

H1: Artistic township building talent positively affects cultural revitalization.

H2: Artistic township building talent positively influences ecological revitalization.

H3: The ecology of artistic village construction positively influences cultural revitalization.

2.2. Artistic and rural construction talents and industrial and ecological revitalization

The art of rural construction is precisely the process of integrating and coexisting the excellent traditional Chinese culture and modern multi-industry industries by more and more artists with humanistic feelings and social ideals using artistic means to participate in the construction of the countryside under the background of the state's vigorous implementation of the construction of new rural areas and rural revitalization.

Artistic rural construction is also able to create unique rural tourism products, create a distinctive rural cultural brand, innovate traditional agriculture, and organize various cultural and artistic activities to attract tourists to travel and consume, while attracting the attention of investors, guiding more funds into the countryside, and promoting rural economic development. In addition, the requirements for rural ecological protection in the process of art countryside construction also further require the evolution of the local industry in the direction of greening to achieve a win-win situation for economic development and ecological protection. In view of this, this paper puts forward the following hypotheses:

H4: Artistic township building talent positively influences industrial revitalization.

H 5: The ecology of art and countryside construction positively influences industrial revitalization.

H 6: The art and country building industry positively affects cultural revitalization.

2.3. Artistic and rural construction talents and organizational revitalization, industrial revitalization

In today's rural construction, the first thing to do is to affirm the historical and cultural logic of the countryside and the subjective value of civil society, and to raise the universal value of rescuing the crisis of contemporary society, natural ecology and the human heart from the value of the traditional rural cultural lineage, in order to reduce the cultural misconducts in the construction of the countryside. The only way is to minimize the cultural inappropriate in the construction of the countryside. Art participates in the construction of the countryside from various angles with diverse methods, and not only plays an aesthetic role in beautifying the rural habitat, excavating and inheriting the excellent traditional Chinese culture, and strengthening the cultural identity of the villagers, but also plays a practical role in reshaping the shape of the villages, stimulating the endogenous motivation of the villagers, and strengthening the construction of grass-roots party organizations. It also plays a practical role in reshaping the village form, stimulating the villagers' internal motivation and strengthening the construction of grassroots party organizations.

Cultural revitalization is the soul-casting project of rural revitalization, playing a fundamental and leading role. The process of artistic rural construction requires the government to light up the lighthouse for the construction of the voyage, and provide ideological guidance for artists and enterprises; at the same time, artistic rural construction integrates "a hundred trades, a hundred crafts and a hundred arts" into the countryside organism, which can, in turn, push forward the management level and service capability of rural organizations and promote the improvement of the rural governance system; artistic rural construction can also improve the participation of rural residents in rural affairs through holding Art rural construction can also improve the participation of rural residents in rural affairs by organizing various activities,

highlighting the main role of farmers, stimulating endogenous motivation, and enhancing the sense of belonging and responsibility of rural residents.

In view of this, the following hypotheses are formulated in this paper:

H7: Artistic township building talent positively influences organizational revitalization.

H8: The Arts Township Building Organization positively influences industrial revitalization.

H9: Artistic village organizations positively influence cultural revitalization.

H10: Artistic country building organizations positively influence ecological revitalization.

3. Case Study

3.1. Practical process

In the investigation and research on art and rural construction to promote rural revitalization, although there are a large number of existing reviews and literature, most of these studies are based on individual typical cases and models for exploration and analysis. Since the 20th National Congress of the Communist Party of China (CPC), the comprehensive promotion of rural construction has become one of our goals, and villages with different landscapes and cultural connotations are in urgent need of creating their own cultural paths and building a development direction in line with the local industrial structure and characteristics. Copying the path of other successful models may not bring similar results, or even cause the opposite and unsatisfactory results because of the lack of fit itself. Therefore, we should not only do the theoretical exploration of the model, but also analyze the indicators of the art of rural construction in promoting rural revitalization mechanism, and then through the extraction of the characteristic advantages of each village combined with the indicator factor system to make a better trade-off ratio and thus formulate the advantages of the development of a better strategy.

In the selection of the practice site for the case of art and rural construction to promote rural revitalization, the team members made the following considerations and requirements for the practice site by taking into account various factors:

The place of practice needs to be in the Yangtze River Delta region. This is due to the fact that the Yangtze River Delta region, as one of China's most active regions in terms of economic development and the highest degree of openness, has a pivotal strategic position in the overall economic development layout of the country. If some of the mechanisms of art and rural development in the region can be revealed, it will be possible to more successfully improve the content of the indicators for promoting rural revitalization.

Practice needs to have a certain cultural heritage and characteristics. The art of rural construction must be based on the original rural culture, only relying on the local cultural roots can be firmly combined with their own characteristics of development, rather than due to the separation of the original cultural roots like duckweed, in the impact of external factors and the impact of the "homogenization", so as to lose their own advantages, become dependent.

The place of practice is somewhat weakened in terms of commercialization. Nowadays, in order to promote the economic development of many regions, some of their cultural characteristics are made into commodities for sale, and the region is also gradually planned as a commercial area style. However, the uniform business model will make the tourists lack of interest, due to the lack of new and unique attraction, thus greatly weakening their own cultural characteristics, and thus due to the lack of new ideas and gradually towards decline.

Bishan Village is located in Biyang Town, Yixian County, Anhui Province, with Bishan Mountain, the remaining vein of Huangshan Mountain, in the north, and the Yixian Basin in the south, with the Sanxi River running through the village from north to south. The favorable geographic

conditions have given it a unique cultural heritage, and because it has not been overly commercially developed, it has retained many of its original characteristics.

3.2. Case summary

Since the implementation of the "Bishan Plan" in Bishan Village, the main focus has been to promote rural revitalization by integrating art into culture in a "residency-type" mode, which means that artists, artworks and art exhibitions stay in the village on a long-term, group basis, thereby attracting tourists and visitors and changing local village life on a sustainable basis. This means that artists, art works and art exhibitions stay in the countryside for a long period of time and in groups, thus attracting tourists and visitors on a continuous basis and changing the local rural life. The artist transforms local houses into "Pig Pen Bar", and with this form as the center, transforms the surrounding infrastructure accordingly, such as street lights, street signs and even elementary school, etc., and also organizes exhibitions and bazaars similar to this theme to make this art form more profound. With this kind of leadership and support, it is possible to make more significant use of the cultural advantages of the place of residence, enhance the popularity of the village, and bring some economic benefits, but there are still some drawbacks:

Although the "residency" model can fix the cultural connotation of the countryside, enable the reuse of abandoned houses, and provide a lasting role for the arts, it does not bring much economic benefit to the main economy of the countryside, namely agriculture and farmers.

In terms of community mobilization and participation, since most of the art villages only cover B&Bs, arts and crafts and other products of a commercial nature, and most of the villagers are old people and children who rely on farming for a living, the degree of participation will not be very high. In order to carry out the art of rural construction, we must first fully mobilize the villagers to participate, and most of the young and able-bodied labor force will be forced to go out to make a living, if there is not enough progress, it is difficult to return to their hometowns to support the construction of the will, which is a pair of contradictions.

In the field study of the case, the most prominent problem is that because the village is geographically located in the mountains and is relatively remote, transportation is relatively closed. To a certain extent, this will also weaken the attraction of foreign tourists, so the planning of roads and the installation of additional transportation facilities need to be urgently addressed.

As the Zhanghe River, the Jihe River and the North Main Drainage Channel pass through the village together and form the main water system from the three, and there are many ponds scattered in the village. Some of these water systems have been eutrophied or even dried up since the construction of the art, and the water system has not yet formed a comprehensive and accurate protection measures, which will affect the sustainability of the subsequent art construction of the village.

4. Selection of Variables and Indicators

4.1. Questionnaire design

In view of the problems studied in this paper, based on the hypothetical model obtained from the mechanistic analysis and the two major research contents obtained from the search of related literature on art township construction to promote rural revitalization, the questionnaire of the "Research on Issues Related to Art Township Construction to Promote Rural Revitalization in Bishan Village, Yixian County" was designed (see Annex I for details of the questionnaire). Based on the basic principles of questionnaire survey, in order to obtain true, reliable and comprehensive data, this questionnaire was distributed in a combination of online and offline methods, with local people in Qianxian County, Anhui Province as the target.

The questionnaire mainly includes the distribution and recovery of the questionnaire, the statistics of the questionnaire and the analysis of the questionnaire. The questionnaire was designed on a five-point Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree". The questionnaire contains 5 factors and 18 items.

Table 1. Variable construction

latent variable	Measurement problem items
Industry (A)	<p>A1 Artistic rural construction can create unique rural tourism products, organize all kinds of cultural and artistic activities, attract tourists to spend money on tourism, and promote the development of the rural economy.</p> <p>A2 Art Rural Construction can create a rural cultural brand with local characteristics through excavation and inheritance of rural culture, and attract foreign talents to participate in rural construction and industrial development.</p> <p>A3 Artistic rural construction can innovate traditional agriculture and integrate artistic elements into the agricultural production process</p> <p>A4 Art Rural Construction can attract investors' attention by building a rural art brand and provide financial security for rural industry development.</p>
Talent (B)	<p>B1 Artistic rural construction can optimize the structure of rural talents through the cultivation and introduction of talents, and provide strong talent support for rural development.</p> <p>B2 Art Rural Construction can integrate aesthetic education into the rural education system and cultivate rural youth's artistic literacy and creativity.</p> <p>B3 The promotion of artistic rural construction requires training and guidance for local villagers, which can foster a group of new farmers with innovative spirit and practical ability.</p>
Culture (C)	<p>C1 art rural construction can inherit and promote rural culture through the excavation and preservation of rural intangible cultural heritage, and solve the problem of rural cultural faults.</p> <p>C2 Artistic rural construction through the organization of various types of artistic activities to improve the cultural literacy and aesthetic level of rural residents, and create a strong rural cultural atmosphere</p> <p>C3 Combining traditional culture with modern media to reproduce and disseminate rural culture and enhance cultural confidence in villages.</p>
Ecology (D)	<p>D1 Artistic rural construction can make use of artistic methods to transform and beautify the environment of the countryside, thus enhancing the overall image of the countryside.</p> <p>D2 Artistic Rural Construction can improve the ecological environment of the countryside through landscape planning and design, and enhance the quality of the ecological environment of the countryside</p> <p>D3 Artistic rural construction can guide the development of green industries in the countryside, realizing a win-win situation for economic development and ecological protection.</p> <p>D4 Art Heungjian attracts tourists to travel and sightseeing by creating eco-tourism scenic spots, thus driving the development of the rural tourism industry.</p>

Organization (E)	<p>E1 Artistic rural construction improves the management level and service capacity of rural organizations through participation in rural governance and promotes the improvement of the rural governance system</p> <p>E2 Artistic rural construction can support and guide the development of rural social organizations and enhance their cohesion and influence</p> <p>E3 Artistic Rural Construction can, through organizing various activities, increase rural residents' participation in rural affairs, highlight the main role of farmers, and enhance rural residents' sense of belonging and responsibility.</p> <p>E4 Art Rural Construction promotes cooperation and exchanges between villages by building a platform to share resources and experiences and realize common development.</p>
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4.2. Data collection

First, the questionnaire was distributed. Through the questionnaire design, the author of this paper utilized web-based information technology to collect information, create the questionnaire, distribute the questionnaire and collect the questionnaire. The questionnaires were created according to the topic explored in this paper about the artistic township construction of Bishan Village in Yixian County with its empirical research. The distribution of the questionnaire was mainly focused on the period from August 2, 2023 to September 30, 2023. Secondly, the recovery and organization of the questionnaire. On October 1, 2023, the distribution of all the questionnaires for this paper was completed, and finally all the distributed questionnaires were recovered and organized. The basic questionnaire statistics are as follows: the total number of questionnaires issued is 200, 190 questionnaires were recovered, and the questionnaire recovery rate is 95%; 190 questionnaires were carefully reviewed, and the number of valid questionnaires was finally determined to be 187, with a valid questionnaire rate of 98.42%.

4.3. Descriptive statistics of the sample

The basic situation of the 190 valid samples determined by screening is as follows: (1) gender composition: 40% male, 60% female; (2) age composition: the age distribution presents a youthful characteristic, while showing that the youth group is relatively more concerned about and familiar with the art of countryside construction and rural revitalization. Among them, users aged 18-30, below 18, 31-45, 46-60, and above 60 account for 74%, 15%, 7%, 3%, and 1% respectively; (3) Political profile: 64% are members of the Communist Youth League; 13% are members of the Communist Party of China (CPC); 21% are members of the general public; and 1% are members of the Democratic Party; (4) Educational attainment: 75% of the users have college or bachelor's degree; 13% of the users have junior high school or high school education; and 13% of the users have high school education; those with graduate school or above and those with less than elementary school education accounted for 7% and 5% respectively. Obviously, users with college or bachelor's degree pay more attention to the content related to art and rural construction, and junior high school or high school students have some involvement in it, which is in line with the analysis of the age and political profile of the users in this paper above.

5. Model Construction and Empirical Analysis

5.1. Reliability and validity tests of measurement models

First, the reliability test of the model was conducted. Based on the widely used academic criterion of Cronbach's alpha coefficient greater than 0.7, the model was tested for reliability, and the results are shown in Table 2.

Table 2. Table of Cronbach's alpha coefficients

Cronbach's alpha coefficient	Standardized Cronbach's alpha coefficient	Item count	Sample size
0.978	0.978	18	230

The Cronbach's alpha coefficient value of the model is 0.978, which indicates that the reliability of the questionnaire is very good.

Table 3. Summary statistics of deleted analytes

Name	Average value after deletion of entries	Variance after deletion of terms	Correlation of deleted items with the total after deletion of items	Cronbach's alpha coefficient after deletion of terms
A1	71.13	141.367	0.831	0.977
A2	71.28	140.911	0.771	0.978
A3	71.24	140.346	0.816	0.977
A4	71.11	141.069	0.84	0.977
B1	71.09	140.467	0.881	0.976
B2	71.12	140.329	0.87	0.977
B3	71.07	140.672	0.862	0.977
C1	71.08	140.236	0.875	0.976
C2	71.12	139.884	0.866	0.977
C3	71.06	140.057	0.909	0.976
D1	71.13	139.831	0.873	0.977
D2	71.23	139.27	0.831	0.977
D3	71.16	140.156	0.841	0.977
D4	71.23	140.219	0.844	0.977
E1	71.18	141.684	0.793	0.977
E2	71.2	141.495	0.739	0.978
E3	71.17	141.637	0.805	0.977
E4	71.18	141.381	0.81	0.977

The results of the item total statistics showed that the overall correlation (CITC) and the alpha coefficient after deleting item A1 performed better, and the scale questions could not be corrected. The five constructs of the model are talent, organization, industry, ecology and culture. The "a coefficient of item deleted" is basically at the level of 0.97, which is more significant. In summary, the data reliability is high and can be used for further analysis.

In this study, five variables were preset in the questionnaire design, and exploratory factor analysis was done on the observed variables below five variables, as shown in Table 4, the value

of KMO test is 0.942 and the probability of significance of χ^2 statistic value of Bartlett's sphere test is 0.000, which indicates that the feasibility criteria of factor analysis are fully met.

Table 4. KMO test and Bartlett's test

KMO test and Bartlett's test		
KMO value		0.942
Bartlett's test of sphericity	Approximate chi-square	2176.048
	df	153
	P	0.000***

Note: ***, **, * represent 1%, 5%, and 10% significance levels, respectively.

In addition, the factor analysis extracted a total of five factors, and the variance explained ratio of the five factors is shown in Table 5, and the cumulative variance explained ratio after rotation is 86.548% > 50%. According to the meaning of the items corresponding to each factor, factor 1 was named Industry, factor 2 was named Talent, factor 3 was named Culture, factor 4 was named Ecology, and factor 5 was named Organization.

Table 5. Factor weighting results

Name	Explanation of variance after rotation (%)	Cumulative variance explained after rotation (%)	Weight (%)
Industry	0.22	21.971	25.386
Talent	0.21	42.96	24.252
Culture	0.193	62.213	22.246
Ecology	0.171	79.354	19.805
Organization	0.072	86.548	8.312

5.2. Research based on structural equation modeling

(1) Evaluation of overall fitness of equation modeling. Based on the theoretical model in the previous part, "talent-->culture", "talent-->ecology", "talent-->industry", "talent-->organization" are selected when analyzing the SEM structural equations. ", "talent-->industry", "talent-->organization", the "Ecology --> Industry", "Ecology --> Culture" "Industry -->culture", "organization -->culture", "organization -->ecology", "organization --> industry", "organization --> ecology" totaling 10 paths. The analysis results found that the GIF value is 0.767, the judgment criterion is >0.9, the RMSEA value is 0.116, the judgment criterion is <0.10, the NFI value is 0.879, the judgment criterion is >0.9, the model fitting effect is not WELL.

Set the MI index >20, add the path "A1<-->C1" which has too high MI index. In the process of adjustment, the analysis results of the model show that the standardized coefficient of "organization-->industry", "organization-->ecology" and "ecology-->industry" is -0.4%. "Ecology --> industry" standardized coefficients of -0.486, -0.206, -0.639, significance P-value of 0.176, 0.267, 0.280, the impact of the relationship too Small, the level does not show significance, the original hypothesis can not be rejected, so this path is invalid, eliminating the three paths.

At the end of the adjustment, Table 6 details the main fitness indicators obtained from the structural model test. As shown in Table 5, the chi-square value p of the modified model is 0 (judgment criterion >0.05), the chi-square degrees of freedom ratio is 2.366 (judgment criterion < 3), the chi-square degrees of freedom ratio reaches the fitness criterion, and the chi-square value fails to reach it. Other than that, the other indicators in the model basically meet the corresponding judgment criteria. There are three absolute fit indexes RMSEA, GFI, and

reach the standard requirement value, and the overall fit of the model is high; from the view of value-added fit index, IFI=0.933, CFI=0.932, and NFI=0.91 are in line with the corresponding standards. It can be seen that the overall fit of the revised model is good and the setting of this theoretical model is acceptable.

Table 6. Model Fit Indicators

Commonly used indicators	χ^2	df	p	The chi-square degrees of freedom ratio χ^2/df	GFI	RMSEA	RMR	CFI	NFI	NNFI
Standard of judgment	-	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9	>0.9	>0.9
Value	522.970	221	0.000	2.366	0.998	0.092	0.038	0.932	0.91	0.923
Other indicators	TLI	AGFI	IFI	PGFI	PNFI	PCFI	SRMR	RMSEA 90% CI		
Standard of judgment	>0.9	>0.9	>0.9	>0.5	>0.5	>0.5	<0.1	-		
Value	0.923	0.998	0.933	0.799	0.777	0.814	0.059	0.102 ~ 0.127		

Default Model: $\chi^2(253)=4720.370, p=1.000.$

(2) Results of testing research hypotheses. The structural relationships between the latent variables, observed variables and the estimated values of their standardized path coefficients are shown in Table 7. It can be seen that seven of the paths are significant at the 0.001 level, the standardized regression coefficients of five paths are all between 0 and 1 in absolute value, and the standardized regression coefficients between each latent variable and the observed variables are all >0.4, which is in line with the standard. The actual models and standardized path coefficients obtained are shown in Figure 1.

Table 7. Summary table of model regression coefficients

X	→	Y	Unstandardized path coefficients	SE	z (CR value)	p	Standardized path factor
B	→	A	0.859	0.049	17.371	0.000	0.859
A	→	C	0.237	0.061	3.876	0.000	0.915
B	→	C	0.385	0.104	3.71	0.000	0.915
D	→	C	0.237	0.073	3.224	0.001	0.247
E	→	C	0.152	0.053	2.894	0.004	0.151
B	→	D	0.968	0.044	21.832	0.000	0.906
B	→	E	0.824	0.057	14.476	0.000	0.813
A	→	A4	0.972	0.045	21.433	0.000	0.901
A	→	A3	1.046	0.047	22.221	0.000	0.907
A	→	A2	0.934	0.059	15.7	0.000	0.787

A	→	A1	0.948	0.045	21.165	0.000	0.896
B	→	B3	1.012	0.043	23.332	0.000	0.916
B	→	B2	0.974	0.055	17.842	0.000	0.868
B	→	B1	0.994	0.043	22.932	0.000	0.914
C	→	C3	0.962	0.041	23.382	0.000	0.917
C	→	C2	0.986	0.042	23.346	0.000	0.894
C	→	C1	0.99	0.035	28.195	0.000	0.938
D	→	D4	0.976	0.042	23.499	0.000	0.917
D	→	D3	0.981	0.043	22.984	0.000	0.914
D	→	D2	1.047	0.043	24.184	0.000	0.921
D	→	D1	0.97	0.041	23.538	0.000	0.918
E	→	E4	0.996	0.042	23.459	0.000	0.915
E	→	E3	0.97	0.045	21.407	0.000	0.901
E	→	E2	0.955	0.056	17.041	0.000	0.804
E	→	E1	0.98	0.046	21.413	0.000	0.901

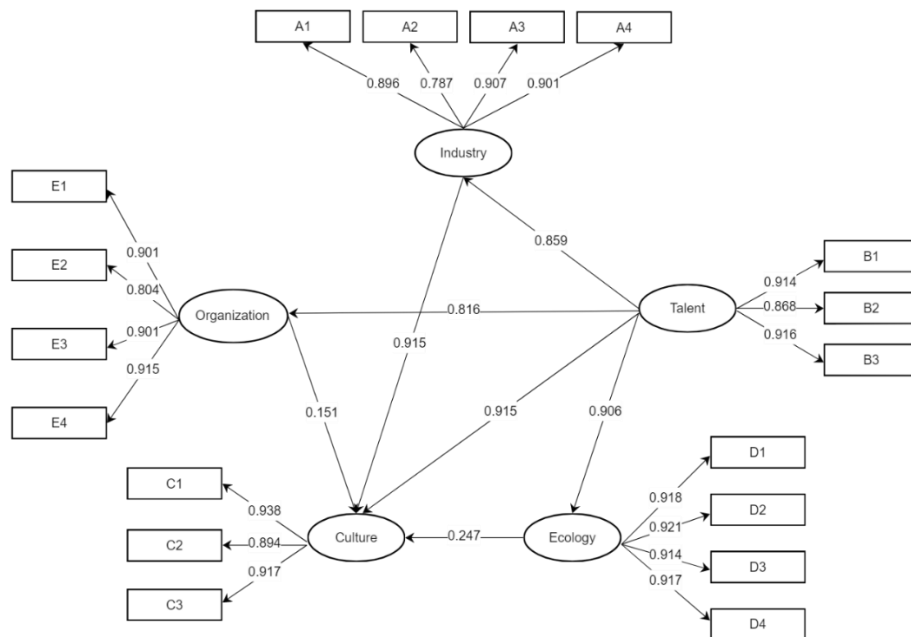


Figure 1. Actual obtained model and normalized path coefficients

5.3. Analysis of intermediation effects

As shown in Table 8, "Talent-->Industry-->Culture" "Talent- -->Ecology -->Culture" "Talent - -->Organization -->Culture" has not only indirect effect but also direct effect. -->Culture" not only has an indirect effect, but also has a direct effect. The three C'direct effect is significant for partial mediation effect. That is, talent can indirectly affect culture through industry, ecology and organization.

Table 8. Summary of Intermediation Test Results

Term	C' total effect	a	b	a*bvalue of the mediating effect	a*b(Boot SE)	a*b (z value)	a*b (p value)	a*b (95% BootCI)	C'direct effect	Test Conclusion
B=>D=>C	0.957**	0.975**	0.255**	0.249	0.077	3.228	0.001	0.107 ~ 0.410	0.236*	intermediary
B=>A=>C	0.957**	0.890**	0.331**	0.295	0.085	3.484	0.000	0.137 ~ 0.466	0.236*	intermediary
B=>E=>C	0.957**	0.869**	0.203**	0.176	0.054	3.254	0.001	0.063 ~ 0.274	0.236*	intermediary

5.4. Analysis of results

Combining the operation results of the model and the results of the mediation effect analysis, we can get the mechanism of artistic rural construction to promote rural revitalization:

According to professional knowledge and related theories, art countryside construction is a form of art intervention in the degree of rural construction, and art countryside construction of the most prerequisite is the talent. The promotion of artistic rural construction talents will further promote cultural revitalization through the promotion of ecological, industrial and organizational revitalization, and finally achieve the purpose of driving rural revitalization.

First, starting with the basic premise of talent, there are significant positive effects on industry and ecology, organization, and culture, respectively.

In terms of talent, talent has a significant positive impact on industry, with a standardized regression coefficient of 0.859, and hypothesis 4 in the previous part is verified. Talent has a significant positive impact on ecology, with a standardized regression coefficient of 0.906, and hypothesis 2 is verified. Talent has a significant positive effect on organization, its standardized regression coefficient is 0.813, hypothesis 7 is verified. Talent has a significant positive effect on culture, with a standardized regression coefficient of 0.376, and hypothesis 1 is tested.

Secondly, using talent as the starting point, ecology, industry and organization as the influencing link, it has a significant positive impact on culture.

From the perspective of talent, talent can be seen through "Talent --> Industry --> Culture" "Talent -->Ecology -->Culture" "Talent -->Organization. The standardized regression coefficients of the three paths of "talent-->industry-->culture" are all greater than 0.1, and the indirect effect is very significant. In addition, industry, ecology and organization can also directly affect culture, according to the mediation effect, the direct effect values of industry, ecology and organization on culture are 0.231, 0.247 and 0.151 respectively, which are smaller than the mediation effect values of the three (0.249, 0.295 and 0.176), indicating that the mediation effect is more significant.

In summary, the promotion of artistic rural construction to promote rural revitalization is obvious, and talent plays the role of the driving force, is to promote the cornerstone of agricultural development. Art rural construction talent, industry, ecology and organization can have a positive impact on culture, and talent can be indirectly positive impact on culture through industry, ecology and organization, all reflecting the underlying logic of art rural construction is cultural revitalization, and its ultimate goal is to promote rural revitalization mechanism.

6. Conclusions and Suggestions

6.1. Conclusions

The study shows that the following problems need to be solved in the current process of artistic rural construction to promote rural revitalization, which are analyzed as follows:

(1) Insufficient development momentum of industries. In the above empirical process, hypothesis 5 and hypothesis 8 can not be verified, that is, the ecology and organization of art village construction can not effectively influence the industry. In the process of promoting rural revitalization through artistic rural construction, only the construction of talents can promote the way of industrial revitalization, and the ecology and organization of artistic rural construction have little influence on industrial revitalization, which indicates that there is a problem with the industrial link of artistic rural construction in the process of transforming the regional resources into the real value, and there is a single path to promote industrial revitalization, and there is insufficient kinetic energy for the development of the industry. Therefore, this paper should take the manifestation of artistic rural construction in industry as an entry point to explore how to optimize the industrial structure and industrial integration in the process of artistic rural construction.

(2) Insufficient organization-related measures. In the above practical process, hypothesis 8 and hypothesis 10 cannot be verified, that is, the organization of artistic rural construction has no effective influence on ecology and industry. The art of rural construction directly affects the protection and transformation of rural ecology, and the development of the art of rural construction industry will directly affect the final promotion effect. As the leader of the villagers, the rural organization should play a guiding, positive and programmatic role in the process of ecological protection and development, industrial occupancy and development in the process of artistic rural construction, so that the villagers can have a sense of individual identity in artistic rural construction, which in turn can be used in the revitalization of the talents, and can further promote the revitalization of the countryside. Therefore, the role of organizations in the process of artistic rural construction on rural ecology and industry needs to be further studied.

(3) Inadequate measures for human resources. By the mediating effect can be seen art township building talent on culture has part of the mediating three paths, that is, can be through the industry, ecology, organization as a link to indirectly positively affect the culture, industry, ecology, organization can also have a direct positive impact on the culture, and the value of the three direct effect is less than the value of the mediating effect, which can be seen in the launch of talent is not strong enough. Talent measures should start from the introduction and cultivation.

6.2. Suggestions

In response to the current art of rural construction to promote rural revitalization of the reality of the challenges faced by the various market players need to be integrated planning, from the countryside, the government, industry, three levels of cooperation to solve.

(1) Village level. Currently, the art of rural construction needs to balance the strong discourse power of the outside world and the weakened subjectivity of the villagers. Putting the art intervention work under the inter-subjective power structure is the general idea and premise to ensure the villagers' subjectivity, and it is also an effective path to coordinate the relationship between various groups in the process of rural construction. It is also an effective way to harmonize the relationship between various groups in the process of village construction. The art village construction project can widely collect villagers' opinions and suggestions in the process of formulation. This includes organizing symposiums, questionnaires and other means to ensure that villagers can directly participate in the decision-making process of project planning.

To address the challenges affecting rural land use and the ecological environment, land planning and management policies need to be clarified to ensure that art and rural development projects do not encroach on agricultural land and natural ecological areas, and that art and rural development projects are guided to focus on sustainability and use environmentally friendly materials and green building techniques to minimize negative impacts on the ecological

environment. Establish a sound assessment mechanism to monitor the ecological footprint of art and architecture projects, and encourage community participation to ensure that the projects are in line with the needs and cultural traditions of local residents.

In order to avoid the loss of cultural traditions and identity crises faced by some villages as a result of artistic rural construction, communities can collect and record the oral traditions and intangible cultural heritage of villages through symposiums, cultural activities and other forms, so as to protect and pass on the unique cultural characteristics of villages. Encourage the integration of local cultural elements into the design and implementation process of art and rural construction projects, and work closely with residents to ensure that the projects are not merely foreign cultural exports, but are organically integrated into local history, customs and values.

(2) Government level. To address the current lack of clear government support and potential planning conflicts for art and rural construction, villages should promote close cooperation with the government for clear policy support and funding. Through consultation with the local government to formulate plans related to art and rural construction, to ensure that the project is coordinated with local development plans, it is recommended to set up a special art and rural construction affairs organization responsible for consulting, communicating and promoting the project with the government, in order to ensure the effective implementation of the government's support.

To solve the problem of the Government's financial constraints and insufficient resource allocation, the Government should actively establish partnerships with private enterprises and social organizations to jointly invest funds in support of arts and countryside construction projects, so as to achieve mutual benefits through the sharing of resources. Attract citizens and enterprises to make donations through the establishment of a special fund to form a diversified source of funding, thus reducing the government's financial pressure. Encourage the government to formulate a long-term policy on the cultural industry, clarify the direction of the use of funds, and ensure that resources are effectively utilized.

(3) Artistic dimension. Artistic interventions should be based on local unique traditions and conditions, innovative cultural and tourism diversified new forms, drive the development of tourism resources, attract foreign tourists with innovation and artistry, and create a more experiential and diversified immersive rural cultural and tourism attractions. The development of tourism resources is driven by innovation and artistry to attract foreign tourists and create more experiential and diversified immersion rural cultural tourism attractions. Promote the integration of artistic rural construction projects with local traditional industries through the introduction of innovative cultural and creative industries, such as artwork production, handicraft production and cultural and creative design. Establish training and skills upgrading programs to support local residents' participation in new industries and enhance their employment opportunities in the cultural and creative fields.

Most of the artistic rural construction in China is initiated by artists' organizations, and is carried out by local governments or talents from colleges and universities for the purpose of rural reconstruction. In order to solve the problem of insufficient financial support and infrastructure construction faced by art rural construction, it is necessary to establish a financial support mechanism between the government and the private sector. Encourage public-private partnerships to attract the participation of enterprises and social capital to co-invest in rural infrastructure development.

To address the current lack of effective marketing strategies and promotional channels for art and rural construction, market research is needed to gain a deeper understanding of the needs and preferences of the target audience in order to adjust the art and rural construction program to meet market trends. Encourage artists and practitioners to participate in various kinds of

exhibitions and art activities, and expand partnerships to further promote the promotion of art township building.

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