

# **The Path Model, Problems and Prospects of Rural Bookstore Development in the Perspective of Rural Revitalization Strategy**

**Yifei Chen**

Yantai Institute of China Agricultural University, Yantai, Shandong, China

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**Abstract:** with the Background of Rural Revitalization Strategy, This Paper Analyzes the Development Characteristics and Problems of Rural Bookstores in China in Recent Years ,Predicts the Development Prospects of Rural Bookstores Based on the Actual Cultural Needs of the Rural Areas and the Related Situation of the Bookstore Industry and Puts Forward Constructive Suggestions and Countermeasures. Constructing an Innovative Model of Cultural Revitalization through Rural Bookstores is of Considerable Significance to the Construction of Public Cultural Service Systems in Rural Areas, the Promotion of the Integrated Development of Urban and Rural Culture, and the Promotion of Rural Revitalization through Cultural Revitalization.

## **1. Introduction**

The Report of the 19th National Congress of the Communist Party of China Put Forward to Implementing the Strategy for Rural Revitalization and Improving the Systems and Mechanisms for Integrated Urban and Rural Development. in Recent Years, While the Urbanization Has Improved the Further Development of Cities, It Has Also Triggered the Adjustment and Transformation of the Population Structure in Rural Areas and Promoted the Optimization and Upgrading of the Economic Structure, Which Has Significantly Reduced the Income Gap between the Development of Urban and Rural Areas and the Gap in People's Material Satisfaction. However, Due to the Rapid Loss of Rural Population and the Self-Loss of Rural Culture, the Gap between Urban and Rural Cultural Construction Has Gradually Increased. Cultural Revitalization is an Important Part of Rural Revitalization. Prospering the Economy by Cultural Revitalization is a Sustainable Way to Achieve Rural Revitalization.

In Recent Years, with the Favorable Policies of Local Cultural Construction, More and More Physical Bookstores Have Turned Their Eyes to the Rural Market in the Transformation and Upgrading, Expansion of the Market and Channel Sinking, Opened Distinctive Rural Bookstores in Line with Local Conditions, and Actively Explored Diversified Innovative Development Model. Rural Bookstores Play an Exemplary and Leading Role in Improving the Integrated Development of Urban and Rural Areas, Promoting the Revitalization of Rural Culture and Overall Revitalization. the Path Model, Problems and Development Prospects in the Development of Rural Bookstores Deserve Further Rational Thinking.

## **2. Path Model of the Development of Rural Bookstores in China**

At Present, China's Rural Bookstores Have Formed a Pattern Dominated by Xinhua Group and Pioneer Bookstores, and Other Private Brands Are Racing to Invade. Various Brands and Their Rural Bookstores Adapt to Local Conditions and Reflected Diverse Regional Characteristics and Distinctive Brand Characteristics in Their Business Philosophy and Organizational Management Methods. However, It is Not Difficult to Find among Many Differences. However, in Many Differences, It is Not Difficult to Find That in the Current Stage, That is, the Growth Period of Rural Bookstores, Rural Bookstores of Different Regions and Brands Present Some Common Path Patterns in the Development Process. It is Divided into the Following Aspects:

## **2.1 Scenario-Based Operation**

The Rural Bookstore is Rooted in the Countryside. the Development of the Bookstore Must Be Based on the Natural Environment and Cultural Tastes of the Countryside. At Present, Most Rural Bookstores Rely on the Natural Scenery and Folk Customs of Their Villages, and Use the Creativity of Architects as the Engine to Build Scene-Oriented Spaces. through Interaction with the Scene, Consumers Form Space Practice, Enhance Their Immersion in Cultural Space and Spiritual Experience, Form Emotional Resonance, and Generate Consumption Behavior to Meet Their Spiritual Needs.

## **2.2 Cross-Border Integration and Diversified Composite Development**

Although Rural Bookstores Are Based in Rural Areas, They Are Highly Integrated with Urban Areas in Terms of Operation Models, Management Methods, and Resource Allocation, Reflecting the Life Characteristics That Urban Back Feeding Rural Areas. in Recent Years, with the Powerful Influence of the Internet on Offline Book Retail, Brick-and-Mortar Bookstores Have Been Transforming and Upgrading, Creating New Business Models and Changing Development Concepts, and Achieving a Transformation from Solely Relying on Book Sales to Diversified and Integrated Development. through the Path of “Book + Service” and “Culture +”, Brick-and-Mortar Bookstores Gradually Step out of the Impact Brought by the Internet and Realize a Good Situation of Business Recovery. as a Branch of the Independent Bookstore, Rural Bookstores Also Conformed to the Industry Trend of Cross-Border Integration and Diversified and Complex Development, That is, the “Cultural +” Business Model, Forming a Complex of Cultural Industries Centered on Books. Based on Book Sales, Rural Bookstores Add Coffee and Tea Drinks; Carry out Creative Development and Sales Promotion of Cultural and Creative Products; Connect the Space, Cultural Resources and Local Tourism Resources of Bookstores; Carry out Characteristic Cultural Activities, and Walk out a Diversified Integrated Development Path of “Book + Coffee and Tea Drinks + Cultural Innovation + Homestay + Cultural Activities”.

## **2.3 Adapt to Local Conditions, Vary According to Needs, and Develop with Characteristics**

The rural bookstore is based on local humanities, customs, and history, but it is not a single mapping of local culture. In an era when rural culture is dying out, rural bookstores carry the vital mission of pursuing the origin of culture, removing cultural loss, and inheriting the essence of culture. Therefore, most rural bookstores are based on the local economic and cultural development, adapt to local conditions, and according to residents' cultural level and cultural requirements, construct public cultural spaces that are compatible with local natural scenery and humanities. Realize the beautiful blueprint of awakening the cultural value of the rural, raising the cultural level of the residents, and driving the rural to revitalization with cultural revitalization.

## **3. Problems in the Development of Rural Bookstores in China**

The author believes that rural bookstores are in a growing period of development. With the growth of the number of bookstores and the expansion of the radiation area, the problems in the development process gradually appear, which is worth the rational consideration of the operators and the relevant people in the industry. The problems mainly come down to the following two aspects:

### **3.1 Unbalanced Regional Development**

Rural bookstores need to rely on cultural practices, historical customs, and even tourism resources of the project location to carry out business activities. Rural bookstores are characterized by deep exploration of local cultural connotations. Therefore, the historical and cultural background of the rural and the potential or degree of tourism development have become important indicators for the selection of rural bookstore locations. The rural bookstore's cultural attributes and inherent profitability directly lead to regional imbalances. Rural bookstores are mostly distributed in areas where cultural resources and tourism resources are advantageous, and such regions appear to be

insignificant in the face of the huge base of the country's rural areas. It is hoped that with the constant maturity and improvement of the rural bookstore itself, it will be able to break through the huge constraints imposed by resource endowments such as culture and tourism and cover a wider rural market.

### **3.2 Landscaping, No Sales with Flow**

Rural bookstores are devoted to scene-based operations. Many rural bookstores have become a local cultural business card and an influential cultural brand. In the era of highly developed media, they have quickly attracted a group of local or nearby residents and tourists from around the world. Spatial imagination is implemented into spatial practice. In the cultural scene set up by bookstores, customers unconsciously enter role-playing, and complete the construction and sharing of self-identity with the help of social media. More and more independent bookstores, including rural bookstores, have become “Internet celebrity” check-in sacred places. The scene-based operation model has completed the drainage with extremely high efficiency, but it has not further given the driving force to convert flow into sales. The outstanding design and decoration of the bookstore and the elegant literary atmosphere have weakened the expression of cultural connotation, and the ability of rural bookstores to create and satisfy the spiritual value is worth improving.

## **4. Development Prospects of Rural Bookstores in China**

### **4.1 Further Integration of Space Resources and Cultural Resources**

Publicity is the basic attribute of bookstore as the cultural transmission field. The level and quality of public cultural services provided by bookstores are determined by the way and degree of public expression. Integrating the space resources and cultural resources of the project site and promoting inclusiveness, functionality and sense of belonging are important ways for rural bookstores to promote cultural communication, enhance cultural value and promote cultural confidence. At present, the operation model of rural bookstores is mainly “book + coffee + other”. In order to give full play to the value of public cultural space, it is still necessary to try more diversified business models, further integrate space resources and cultural resources, so that rural bookstores not only provide customers with a more efficient book purchasing environment, but also meet the cultural needs of different groups and levels, expand the depth of cultural experience, provide customers with multiple and high-quality cultural services, and promote local culture development.

### **4.2 Dig Deeper into Greater Cultural Value**

As an important cultural facility and carrier of civilization in human society, while continuously creating commercial value and enriching business formats, rural bookstores should also dig deeper into greater cultural value. The level of cultural value is an important index to measure the intrinsic development value of bookstores. Rural bookstores should firstly base on the excavation, protection and inheritance of local culture to promote the revival and development of local cultural undertakings. The protection and inheritance of local ancient villages, ancient buildings, ancient cultural relics and the cultural values contained in them should be thoroughly implemented; the protection and inheritance of local customs and traditional culture should be emphasized; give full play to the role of connecting urban and rural areas, based on the rural areas and serve the rural areas. At present, the construction of the rural cultural value system in most regions has not yet been completed. As the leader of the revitalization of rural culture, rural bookstores play an important role in the allocation of cultural resources, reshaping rural culture and building rural culture. Therefore, in the process of in-depth excavation of cultural values, we should renew our thinking and understanding of culture and promote people to regain their confidence in rural culture.

### **4.3 Highlight the Application of New Technologies Such as Internet + and Big Data**

Although the rural bookstore root in the countryside, the application of technology is indispensable to better serve the countryside. In the cultural construction, science and technology is

responsible for improving the scientific and cultural literacy of residents, improving the efficiency of cultural communication, and narrowing the cultural gap between urban and rural areas. At the same time, it plays a role in reducing the operating cost of bookstores, connecting online and offline, and promoting the development of diversified integration. The application of science and technology in some rural bookstores has begun to show results. For example, Bashang Xinhua Bookstore uses the WeChat platform to build a reading system based on Xinhua cultural resources, intelligent bookstore systems, and physical bookstore systems, connecting online and offline, and promoting villagers to develop good reading habits. Become good reading habits. Qiuzhuang public book bar in Henan Province uses the Internet and big data platform to carry out e-commerce activities, help farmers broaden the sales channels of agricultural products, and improve farmers' income, scientific and cultural literacy.

## 5. Conclusion

In today's comprehensive implementation of Rural Revitalization Strategy, in the critical period of rural transformation, the existence and development of rural bookstores has been given more significance of the times.

The development of rural bookstores should always adhere to the promotion of internal cultural value, adhere to the position of rural culture, strive to inherit, protect, spread and develop rural culture, cultivate the cultural consciousness of the masses in rural areas, enhance the cultural self-confidence of the people, meet the cultural needs of different groups in various aspects and at various levels, and maximize the social value as a public cultural space.

In order to better serve the rural areas, rural bookstores should actively explore more diversified development space, innovate business model, provide customers with broader culture and lifestyle experience space with the help of technology and resource integration, and serve to meet people's better life and growing spiritual cultural needs.

In the future, the growth potential of the book market lies in the vast rural areas. As a new business format, the rural bookstore is still in a period of rising development. Rural bookstores still need to explore and innovate in strategy, management, products, capital, platform and other aspects, so as to realize the cultural revitalization of rural areas and explore a practical path for the Rural Revitalization Strategy.

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