

## *Original Paper*

# The Symbiotic Integration of Industry and Culture in Rural Development: A Case Study of Watermelon Industry and Cultural Practice in Jiadou Town, Guangling County, China

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### **Abstract**

*The in-depth implementation of the rural revitalization strategy has promoted rural development to enter a new stage of industrial and cultural synergy. Industrial revitalization provides material foundation for rural development, and cultural revitalization injects spiritual core into rural development. The symbiotic integration of the two is the key path to realize the comprehensive revitalization of rural areas. Taking Jiadou Town, Guangling County, Shanxi Province as the research object, this paper focuses on the development of its watermelon and melon characteristic industry and the cultural practice of the situational opera Doushan's children's skillful hands and spirits, and systematically analyzes the generation logic, practice path and internal mechanism of the integration of industry and culture symbiosis. The study found that Jiadou Town has laid the material foundation and cultural material through industrial development, and cultural innovation has fed back the promotion of industrial value and spiritual cohesion. It has constructed the integration mode of industrial foundation-cultural soul-symbiotic efficiency, and realized the multiple effects of industrial value-added, cultural prosperity and rural vitality improvement. The research provides practical samples and theoretical enlightenment for the coordinated development of industry and culture in rural revitalization.*

### **Keywords**

*rural revitalization, industrial revitalization, cultural revitalization, symbiotic fusion, cultural empowerment*

### **Industrial Revitalization: The Material Foundation and Content Source of Industry-Culture Integration**

Industrial revitalization, which plays a fundamental supporting role in the process of rural revitalization, plays an irreplaceable role as the material conditions and material sources required for the process of cultural generation. Rural characteristic industry is a new way to solve the problem of villagers' employment and entrepreneurship, and it is also a key carrier for villagers to increase their income and get rich together (Huo Wei, 2025). In the practice of rural revitalization in various places, the cultivation and upgrading of characteristic industries are often the key to breaking the dilemma of traditional industries and activating the momentum of development. The leap-forward development of watermelon and melon industry in Jiadou Town has made a major breakthrough in just three years. While the economic income increases, it also forms a cultivation environment for the cultural symbiosis system. The development of cultural practice activities not only obtains material guarantee, but also gains the prototype reference of content creation. The practice shows that the coordinated promotion of industrial development and cultural construction presents a positive interaction trend. It can be seen that industrial upgrading has laid a solid foundation for cultural prosperity, and cultural innovation has fed back the improvement of industrial value. This two-way empowerment mechanism has typical demonstration significance in the practice of rural revitalization.

### **Industrial Transformation: Break Path Dependence and Build the Material Basis for the Integration of Industry and Culture**

Industrial prosperity is the focus of rural revitalization and the premise of increasing farmers' income (Zhang Yang, & Kong Lijun, 2025). In the dual dimensions of economic development and cultural construction, the low efficiency of traditional agriculture is particularly significant. As a typical example, Jiadou Town has maintained an industrial pattern dominated by corn planting for a long time, resulting in a meager income of farmers and a shortage of funds for rural public cultural construction. The party committee and government of luozhen town organized and implemented the general survey of resource endowment in 2023. The results showed that guangling county was located in the golden zone of 40 degrees north latitude, with an average annual sunshine of nearly 2800 hours. The average temperature difference between day and night in watermelon planting season from May to September was 15 °C, and the selenium content in sandy loam soil was 1.8 times of the national standard. Many indicators reached the national optimal level and belonged to the high-quality planting area of watermelon and melon. The formulation of policies tailored to local conditions is crucial to promoting sustainable rural development (You, Q., Yuan, Z., & Yu, S. X., 2025). In 2023, the melon farmers in Wenling City, Taizhou City, Zhejiang Province, which attracted investment from Xiaosuoni Guangling Agricultural Development Company, developed the large-scale planting of modern facility agricultural cold shed Qilin watermelon planting base (Dongyaotuan Village, Xiyaotuan Village, Dengchangpu Village) in the western area of Jiadou Town, driving the villagers in the three villages and surrounding villages to work nearby and promote multi-post and multi-channel income increase. In 2024, Baiguoyuan, a listed company in

Zhejiang Province, will be attracted to stay in Jiadou Town. This is another investment attraction project after the successful experience of planting Qilin watermelon in 2023. It has realized the planting of Baiguoyuan in the Donghe Township base of Jiadoushimen. The quality of fruits and vegetables has been improved, and Qilin watermelon has led to the increase of farmers' income. The transportation infrastructure is relatively perfect, and there is a location advantage adjacent to the Beijing-Tianjin-Hebei consumer market. Based on the above findings, it is possible to break the path dependence of corn single planting, and the status of watermelon and melon as an alternative leading industry is established.

The accumulation process of material capital is realized through industrial transformation, which provides a necessary basis for cultural symbiosis. In 2023, more than 7100 mu of watermelon will be planted in Jiadou, Jiaoshan, Huquan and Zuotuan, and the first batch of watermelon will be listed, with excellent quality and obvious effect (Guangling County People's Government, 2025-08-19). In 2024, the modern agricultural industrial park completed the first phase of the project and put into operation. The yield per mu reaches about 4 tons, which is 2-3 yuan / kg higher than the market premium of ordinary fruits and vegetables, reaching 7 yuan / kg. Good economic benefits have led to a sustained and stable increase in farmers' income. The modern agricultural industrial park benefits more than 2,000 farmers by transferring land, and each household has an annual income of CNY 1,500 per mu, driving more than 800 farmers to engage in picking, sorting, packaging, transportation and other work in the park, with an average annual income of CNY 15,000 per capita (Guangling County People's Government, 2025-10-29). The positive cycle mechanism among industrial efficiency, farmers' income increase and collective accumulation has been initially formed. In 2024, it is a stage of in-depth development. The construction of modern agricultural industrial park has been completed and put into use modern facilities such as standardized seedling greenhouses and intelligent drip irrigation systems. The industry's anti-risk ability has been improved and the added value of products has also increased. The scale of the town's financial special fund has expanded, and the funding for cultural activities has been strengthened. In 2025, it is the stage of comprehensive upgrading. The "three unified" management mode of "unified variety, unified technology and unified sales" has been implemented in 9000 acres of planting base. The effect of industrial cluster has become increasingly prominent, the vitality of rural economy has been continuously released, and infrastructure such as cultural activity squares and art troupe rehearsal venues have been built one after another.

### **Industrial Practice: Nurturing Cultural Materials and Constructing the Content Prototype of the Integration of Production and Culture**

The generation process of rural stories is closely related to industrial development, and each production link contains the material elements needed for cultural expression. For example, the Jinding photovoltaic industry in Jiadou Town, the installation area of collective roof photovoltaic and the increase of grid-connected power generation income are the first in the county, which has strengthened the village collective economy. The application of water-saving irrigation without film and shallow buried drip irrigation laying technology has realized water saving, saving people and increasing production. Taking

the practice of watermelon and melon industry in Jiadou Town as an example, it can fully reflect the richness of cultural creation 'raw material library', which involves many aspects such as character group, event context and spiritual core.

The emergence of typical character groups constitutes a vivid footnote to the development of the industry. Liu Zujiang, a villager of Dongliutuan Village in Jiadou Town, said: 'I have transferred nearly 5 acres of land for planting watermelon and melon. The introduction of this project in the village we are quite recognized, because the adjacent village has been successful experience. I can earn 7410 yuan after the circulation of these land, but also to the melon field workers, earn more than 150 yuan a day, a year can earn more than 20,000 yuan, this industry project is good ! Among the agricultural technology extension personnel, the practice of introducing BLOF ecological planting technology by the director of the town agricultural service center and his team is of demonstration significance, guiding farmers to reduce the amount of chemical fertilizer by 30 % while achieving the goal of green planting. The service awareness of the township and village cadres has been continuously improved. In order to solve the problem of product sales, they have gone to Beijing and Tianjin to open up the market and signed direct supply agreements with more than ten commercial supermarkets.

Key event nodes connect the complete picture of industrial development. The ideological resistance encountered in the early stage of the transformation in 2023 cannot be ignored. The resistance of some farmers due to risk concerns can be resolved through the mobilization of town cadres. The solution to the problem of land transfer in the process of industrial park construction in 2024 is quite enlightening, and the application of the 'cooperative + peasant household' model has contributed to the situation of contiguous operation. The coping strategies of the short-term unsalable crisis in 2025 have more reference value. Among them, live broadcast technology has been widely used to promote the sales of green agricultural products (Wang, Y., Fang, L., & Pan, J., 2024), and through the organization of live broadcast training, it can more effectively promote the transformation of farmers into online sales entities. The conciseness of the unique spiritual connotation is the deep value embodiment of the industry practice. The breakthrough of "corn thinking" highlights the sense of innovation, the implementation of "contiguous planting" reflects the concept of collaboration, the process of "technical research" reflects the attitude of seeking knowledge, and the action of "market development" shows the spirit of struggle. The expression of the creative team of "Doosan's children's dexterous hands turning into craftsmen" confirms that the plot of the play can find the real prototype in the countryside, and the line design reflects the local flavor everywhere.

### **Industrial Upgrading: Expanding Cultural Carriers and Building a Spatial Scene for the Integration of Production and Culture**

Building a modern rural industrial system is the key to realizing rural revitalization and an important measure to build modern agriculture. Under the background of Chinese modernization, the construction of a modern rural industrial system is an important part of promoting rural revitalization and achieving the second centenary goal (Fang Liwen, 2025). The construction process of modern agricultural industrial

park embodies the representation of the leap of industrial form, and gradually evolves into a material field intertwined with industrial elements and cultural connotations. Breaking through the limitations of traditional production is the modern agricultural industrial park project in Jiadou Town. The cultural performance function and interactive experience module are organically integrated to form a compound spatial pattern of ' production-culture ' dual attributes.

The industrial development corridor is built inside the park, and the historical track of the transformation of corn cultivation system to watermelon and melon industry is systematically presented. The explanation of the biological characteristics of watermelon and melon and the key points of ecological cultivation make the industrial facilities have the value of educational communication. The farming culture display belt is planned along the picking functional area, and the agricultural proverb signs such as “spring organic fertilizer is autumn melon”, “intensive irrigation and frequent fertilizer to promote melon fruit and fruit” are displayed together with traditional farming instruments, which strengthens the cultural narrative function of the industrial field.

Industrial upgrading promotes the quality improvement project of rural public facilities, and the physical support of cultural activities expands. The cultural squares of the eight administrative villages will implement the renovation project in 2025, and build a venue for the touring performance of "dexterous craftsmen performing the style of Doushan." The cultural complex was completed in the core area of the town, and the art team rehearsal area, agricultural technology bookstore and industrial achievement exhibition realized functional integration. The intersection of industrial data flow and cultural resources was born. Creating these physical spaces makes the integration situation of production and culture transform from the conceptual level to the perceptible concrete existence.

### **Cultural Innovation: The Value Feedback and Spiritual Support of Industrial Development**

The construction of rural culture is an important link to promote the common prosperity of farmers. Promoting the construction of rural culture is an inevitable requirement to realize the coordinated development of material and spirit (Jiang Weiguo, & Wu Ke, 2024). In the process of industrial development, the status of culture should not be simply regarded as an appendage. The establishment of value identification mechanism, the exertion of emotional connection effect and the realization of brand value-added process show the functional role of nurturing industrial development. Practice shows that the role of spiritual motivation in the injection of sustainable development cannot be ignored. With the situational opera “Doushan's children's skillful hand changer” as the core carrier, the cultural practice carried out in Jiadou Town has achieved remarkable results. The watermelon and melon industry has thus been deeply empowered, highlighting the role of cultural “soul” in industrial development.

### **Cultural Expression: Telling Industrial Stories and Strengthening Development Identity**

To realize the sustainable development of rural industry, farmers' endogenous identity is indispensable, and cultural factors are an effective carrier to construct such identity. Jiadou Town adopts the artistic expression of situational opera, which is popular among the masses. The development practice of watermelon and melon industry has been transformed into stage art expression, which has significantly

improved farmers' emotional belonging and value recognition to the industry.

On the afternoon of June 23, 2025, a literary and artistic performance was held in Jiadou Town to celebrate the 104th anniversary of the founding of the Communist Party of China. The original scene opera of Doushan Culture and Art Troupe in Guangling County's Doushan Children's Hands Become Spiritual Workers' has become the focus of the whole scene. The art of the opera presents the scene of Jiadou Town promoting agricultural transformation and upgrading and increasing farmers' income with watermelon and melon industry. The main line of the narrative is "industrial transformation-technical tackling-harvest joy." It is divided into three acts to present the development process of the industry: the first act is "breaking cocoon." In the early stage of the transformation in 2023, it focuses on the psychological change process and the change of ideas of the farmer Zhang Laohan from "keeping the corn field and not spreading his hands" to "planting watermelon heart flustered" to "seeing the income and smiling." The second act is "growth," and the scene of industrial park construction in 2024 is reproduced. It depicts in detail the plot of agricultural technicians guiding farmers to learn grafting technology, villagers helping each other to solve irrigation problems, highlighting the spirit of cooperation and innovation. The third act "take-off," in 2025, watermelon and melon are sold to the whole country through the e-commerce platform, showing the happy life of farmers building new houses and buying agricultural machinery, and the future development blueprint of the ten thousand mu base is prospected. The local flavor lines such as "the soil of Zandou Mountain can grow golden lumps" and "melon and fruit variable treasure" are integrated into the drama, which has aroused strong resonance among farmers.

The direct participation of peasant actors further strengthens the process of identity construction. The 32 actors of Tuodoushan Culture and Art Troupe are all watermelon and melon growers or industrial participants. Their identities are special, and 15 of them are the prototype characters of the characters in the play. During the rehearsal process, they repeatedly recalled the hardships and joys of the industrial development process, and the real emotions were naturally revealed during the performance. The scene opera is performed by the local social welfare group "Doushan Culture and Art Troupe" farmers actors. For the protagonist Chang Zhen in the repertoire, he can personally perform the butterfly change of his village. This pride is incomparable: ' We play the great good things around us, mostly witnessed and happening by our own eyes, which is equivalent to playing ourselves. Everyone plays well ! The Chairman of the People's Congress of Jiadou Town said: ' The industry is alive, and the hearts of the villagers are also high. With the new beginning of the day, the cultural needs will naturally rise. We are to use the form of literature and art that the masses love to see and hear, to speak out, to inspire people, to educate people, to drive people, and to encourage the high-quality development of various undertakings in the county. At present, Jiadou Town is exploring the development path of "cultural platform and industrial singing," and transforming the style to benefit the people into a new engine to promote rural revitalization.

### **Cultural Communication: Expanding Industrial Influence and Expanding Development Space**

The revitalization of rural culture is not only a theoretical issue at the cultural level, but also a practical issue. The revitalization of rural culture in the new era is based on the combination of theory and practice, education and industry, and creatively puts forward the new rural culture construction path of cultural industry empowering rural revitalization (Li Dong, 2025). Cultural communication has the characteristics of crossing geographical boundaries, providing the possibility of brand display and market expansion for industrial development. Jiadou Town adopts the form of situational opera. Through the combination of rural tour and county performance, the related stories of watermelon and melon industry are promoted from rural areas to county towns, and the popularity and influence are improved, which lays the foundation for market development.

In terms of the propagation path, the town adopts the echelon strategy of "rural tour with county show." From May to June 2025, the play "Doosan's Skilled Hands Become Spiritual Workers" completed 12 tours in 8 administrative villages in Jiadou Town, and each performance attracted more than 300 villagers. In the performance gap, interactive activities such as "watermelon and melon knowledge question and answer" and "planting expert experience sharing" were set up, and the villagers' awareness of the industry was significantly enhanced. During the performance of Guangling County New Town Paper-cut Square in July, the audience from the county and surrounding towns reached more than 3,000 people. The county integrated media center implemented the whole live broadcast, and the number of online viewers exceeded 20,000. The watermelon and melon product exhibition area was set up at the performance site, and the sales volume was 80,000 yuan on the day, and more than 10 merchants reached the purchase intention.

Cultural communication triggers attention effect, and the process of industrial brand upgrading is accelerated. In the "rural cultural tourism boutique line", the play was included by the Guangling County Cultural and Tourism Bureau, and the "watermelon and melon picking festival" formed a linkage promotion model with it. The "vivid practice case of rural revitalization" was reported by Datong TV station. Shanxi Agricultural University expert research pointed out: "The watermelon and melon industry through the opera into the emotional temperature, cultural added value to enhance the brand value."

### **Cultural Cohesion: Cultivate Rural Spirit and Consolidate the Foundation of Development**

Culture is the soul of rural revitalization, which can enhance cohesion, improve competitiveness and create productivity in people's production and life practice. The supporting elements at the level of spiritual strength are indispensable for industrial development. The value-leading function of culture enables the development consensus to be condensed, and it is necessary to cultivate the rural spirit that is compatible with the development of modern industries. In the cultural practice activities carried out in Jiadou Town, while realizing the spread of industry-related stories, it refines and promotes the spiritual quality that is compatible with industrial development, providing a source of power for the sustainable upgrading of the industry.

The artistic shaping of spiritual characteristics such as "innovation, cooperation and struggle" in opera

has been transformed into productivity at the realistic level. Farmers actively learn new technologies under the impetus of innovative spirit. In 2025, the popularization rate of BLOF ecological planting technology in the whole town reached 90 %, which was 40 % higher than that in 2024. The spirit of collaboration promotes the development of farmers' professional cooperatives. Eight watermelon and melon cooperatives have been established in the whole town. The model of unified seedling raising and unified sales has reduced transaction costs by 15 %. Encouraged by the spirit of struggle, farmers have expanded the scale of operation, and the planting area of Jiadou Town has expanded from 5000 mu in 2024 to 9000 mu in 2025. At present, the watermelon and melon industry has radiated to six towns, including: Jiadou Town, Jiaoshan Town, Huquan Town, Nancun Town, Zuotuan Town, Yixing Town, has built 20,000 mu of planting base and seedling base and other watermelon and melon supporting facilities, to build a “from planting management, to technical services, to sorting and packaging, to logistics sales” vertical integration of the industrial chain.

In the context of the continuous evolution of rural governance logic, cultural practice is no longer a rhetorical resource for rural revitalization, but an important mechanism deeply embedded in governance structure and promoting the transformation of grassroots social paradigm (Xu Di, Lu Siqi, & Zheng Shaowu, 2025). The coordinated promotion of rural governance and industrial development benefits from the development of cultural practice. Doushan Culture and Art Troupe has formed a self-organization and self-management mechanism in the process of rehearsal and performance. Practice shows that this organizational ability has been extended to the industrial field: art troupe members take the lead in completing land transfer, new technology promotion and neighborhood dispute resolution, and the industry plays a booster role in the process of rural revitalization. The secretary of the town party committee pointed out: The art form of opera is not limited to the stage performance level, and the new type of farmers practical display results that master technology, are dynamic and good at cooperation are more valuable than the industrial income increase.

### **The Internal Mechanism of Symbiotic Integration: Two-Way Synergistic Promotion Model**

The practical cases in Jiadou Town are clearly presented, and there is a phenomenon of non-random symbiotic integration between industrial elements and cultural forms. The supporting role of material foundation can be seen, and the mutual nourishing role at the content level cannot be underestimated. The resonance effect generated at the level of value concept and the coordination mechanism in the process of brand building also play a key role. Beyond the simple connection of "industry providing platform and culture performing," a more profound interaction has been formed between the two. The improvement of industrial development level brings about the trend of cultural prosperity, and practice shows that cultural prosperity and counterproductive to industrial prosperity. The establishment of this two-way promotion model makes the overall system present the characteristics of organic unity.

### **Material-Content Circulation Mechanism: Industry Provides Blood for Culture, and Culture Casts Soul for Industry**

There is an obvious closed-loop interaction between the industrial form of material output and the

production activities of cultural content. The economic benefits created by industrial development and the financial support provided for cultural construction are obvious; the various materials produced in the process of industrial practice have become an important source of cultural creation. On the contrary, cultural products with communication functions can significantly enhance the industry's popularity and improve the enthusiasm of industry participants through the guiding role of the spiritual level.

In the practice of Jiadou Town, this interaction shows a clear trajectory: the watermelon and melon industry increases farmers' income and promotes the growth of town finance and collective accumulation. This is followed by the significant improvement of cultural facilities and the frequent development of cultural activities. The dissemination of industrial value and the transmission of spiritual connotation by these cultural works have promoted the enthusiasm of farmers to plant and expanded the influence of industrial brands. Finally, it is manifested in the continuous expansion of the planting scale of watermelon and melon and the steady improvement of economic benefits, thus injecting more financial support for cultural construction. It is particularly noteworthy that in 2025, the town will include 5 % of the profits of the watermelon and melon industry in the cultural development fund, which fully reflects the virtuous cycle mechanism of "industrial profit-cultural input-industrial value-added."

In the dimension of content production, this circular mechanism is also prominent: character stories and key events originating from industrial practice have become the core elements of cultural works through artistic processing. The secondary narrative process formed by media reports and villagers' discussions has continuously enriched the connotation of the industrial story. Promote cultural materials to maintain a dynamic update state. The cultural content rooted in industrial practice avoids the tendency of "hollowing out," and the industrial development process of obtaining continuous cultural expression also enhances its own appeal.

### **Subject-Value Coordination Mechanism: Farmers as the Core, Consensus as the Link**

The common subjectivity of industrial development and cultural construction lies in the participation and recognition of farmers. The practice of Jianjiadou Town shows that it is necessary to construct the participation mechanism of "farmers as the main body and multiple coordination", which can form a consensus on the value level, and the development effect of "everyone picking up firewood and high flame" can be revealed.

Farmers occupy the core position: in the industrial field, the main body of planting is farmers, and the "cooperative + farmer" model makes it possible to participate in production and management decisions. In the field of culture, the main body of creation and performance is also borne by farmers. The opera material comes from the daily life of the peasants. The actors are selected from the peasants, and the content modification is completed through the peasants' comments. Thus ensuring the consistency of the main body, the development direction of industry and culture will not deviate from the actual needs of farmers. Liu Jianguo of the Tuodoushan Culture and Art Troupe has a dual identity - both a practitioner of large-scale planting and an instructor of opera creation. He clearly put forward the view that "farmers know farmers best", and repeatedly stressed that "industry should make money and culture should be

right”, and the wishes of farmers must be fully respected.

The strengthening of value consensus benefits from the synergy of multiple subjects. The construction of the platform is completed by the town government, which is embodied in the establishment of the fund and the coordination of resources. The support of agricultural production technology and the development of market channels are assisted by agricultural enterprises; the professional guidance of cultural workers is reflected in the arrangement of operas and other links; scientific research institutions realize the connection between industry and culture through variety improvement and technical training. These subjects collaborate around common goals - to achieve the goal of increasing income and getting rich in industrial development, and to achieve a more beautiful vision of rural planning in cultural construction.

### **Brand-Ecological Co-Construction Mechanism: Industry-Based Brand, Cultural Value-Added Brand**

We should promote the deep integration of rural revitalization strategy and cultural and creative industries, and promote the integration and development of many industries with cultural and creative industries, which is an important way to realize rural revitalization (Guo Hongbao, & Zhang Jie, 2022). Brand is generally recognized as the core element of industrial competitiveness, and cultural connotation constitutes the key dimension of brand value promotion. The practice in Jiadou Town shows that there is a significant symbiosis between the industrial system and cultural resources. The brand ecological model of “material products superimposed cultural symbols” formed by this has significantly enhanced the market competitiveness of the watermelon and melon industry in the region.

The primary factor to lay the foundation of brand quality is the industrial technology system. After using BLOF ecological planting technology, the technical goal of zero use of chemical fertilizers and low pesticide residues in the production process of watermelon and melon in Jiadou Town was achieved. The sugar content index reached the range of 13-15 degrees, which was 2-3 percentage points higher than that of conventional varieties. BLOF technology realizes the closed loop of soil health-quality improvement-farmers “income increase” through ecological improvement, which fully conforms to the national green high-quality agricultural product supply strategy. Practice shows that these technical advantages have been transformed into hard support conditions for brand building.

The core path of giving brand emotional value comes from the injection of cultural elements. Through the artistic form of situational opera, the cultural images of “struggle fruit” and “local flavor” were successfully implanted into watermelon and melon products, which completed the transformation and upgrading process from ordinary agricultural products to cultural carriers. The brand symbol of “Doushan’s sons and daughters,” which combines opera elements and industrial logo, effectively strengthens the emotional connection of consumer groups. The characteristic packaging designed by is printed with opera pictures and the propaganda vocabulary of “clever hand turns into a psychic, melon sweetness is stronger”, and the cultural symbols are transformed into brand logos.

The construction of a perfect brand ecosystem has further promoted the process of industry-culture

integration. The continuous development of the theme activity of "Doushan melon fragrance-cultural sentiment" has formed a three-in-one operation mode of opera performance, picking experience and agricultural product exhibition and sales. On August 12, 2025, Guangling County, together with Baiguoyuan Group, held a promotion meeting of "Lingtu Yujiagu, Xiagua Most Guangling" watermelon and melon in Beijing, which is a vivid extension of this model. The development of "opera + picking" research products allows participants to experience the planting and picking process after watching the performance fragments, forming a transformation mechanism of "cultural experience-oriented product consumption." It can be seen that the brand function has gone beyond the simple economic category and become an effective link between the industrial system and cultural resources, promoting the development of the two to a deeper level of integration.

### **Practical Results and Experience Enlightenment of Symbiotic Integration**

Rural revitalization not only pays attention to people's livelihood and well-being, but also emphasizes efficiency improvement (Sun, J., Zhang, C., & Wang, B., 2025). In the regional scope of Jiadou Town, the dual effects of industrial efficiency improvement and cultural development prosperity have been revealed, and the strategic goal of rural revitalization has been realized simultaneously. Its practical exploration activities provide referential experience for the co-evolution mechanism of industrial culture in rural areas. The expansion of industrial scale and the activation and utilization of cultural resources form a benign interaction here. Scientific planning of rural tourism is a key element to achieve its sustainable development (Du, X., Wang, Z., & Wang, Y., 2023). In the development of rural tourism projects, the cultural attraction is effectively transformed into actual economic benefits. This integrated development model of culture + tourism " has demonstration significance.

### **Practical Results: From Industrial Income Increase to Rural Renewal**

The practical results are mainly reflected in the systematic leap of industrial quality and efficiency improvement, cultural vitality stimulation and rural comprehensive development. The following three dimensions of transformation have renewed the countryside:

#### **Industrial Development Dimension: From 'Single Inefficiency' to 'Characteristic Efficiency'**

Watermelon and melon planting is an important source of significant increase in farmers' economic benefits. In 2025, the statistical data of Jiadou Town showed a breakthrough progress. The watermelon and melon industry in this area could drive more than 1800 local migrant workers, and the total income increased by 18.5 million yuan. [The data come from the survey report on the increase of local workers' income driven by the watermelon and melon industry. ' The report shows that about 12 local workers are needed in the seedling stage of watermelon and melon planting in Jiadou Town (mid-March to mid-June), which can increase the income by about 100,000 yuan. In the land consolidation stage (April-early November), about 200 local migrant workers were needed, and the cumulative income increased by 4.6 million yuan; in the stage of building sheds (April to the end of June), about 260 local workers are needed, with a total income of 4.5 million yuan. In the planting stage (May to mid-August), about 900 local workers are needed, with a cumulative increase of 5 million yuan. In the picking stage (July-early

October), about 500 local migrant workers were needed, and the cumulative income increased by 4.3 million yuan. At the individual level of farmers, the average annual income from the industry reached 15,000 yuan. Farmers learned that planting technology can be independently planted or contracted greenhouses, and the benefits of industrial agriculture are obvious. Industrial income accounts for 65 % of the family's economic sources, which is 40 percentage points higher than the previous corn planting stage.

Agricultural modernization is the foundation of building a strong agricultural country, and industrial integration is an important manifestation and industrial support of agricultural modernization (Jia Wei, 2024). The transformation and upgrading of industrial structure is particularly obvious, from the initial single cultivation mode to a complete industrial chain including seedling cultivation, field management, market sales and cultural experience. From fruit and vegetable planting in the field, intelligent equipment management and protection, to product sorting, packaging and warehousing in the park, to technical guidance, logistics distribution, and tourist reception, the establishment of modern agricultural demonstration parks has created multiple jobs for the local. The traditional agricultural product sales model often involves multiple intermediate links, which increases costs and reduces farmers' profit margins. Through the e-commerce platform, agricultural products can overcome geographical obstacles and expand sales channels more effectively (Deng, J., Li, X., & Zhang, N., 2024). With the help of e-commerce platform, the proportion of sales in Jiadou Town has risen to 35 %, which also confirms that the resilience of local industries is increasing.

The popularization and application of BLOF ecological cultivation system has brought about a significant increase in the added value of products. The acquisition of the title of "Datong Characteristic Agricultural Products" has enabled the product to successfully enter the high-end retail market in the Beijing-Tianjin-Hebei region. Practice shows that the implementation of this technology has effectively improved the market competitiveness and brand influence of products.

#### **Cultural Development Dimension: From 'Silence and Monotony' to 'Vitality and Diversity'**

The status of rural culture is undergoing a transition from the edge to the core. The scale of the Tuodoushan Culture and Art Troupe has grown from only 10 members in 2023 to 52 in 2025. Not only limited to traditional opera performances, literary and artistic works with industrial characteristics such as fastboards and sketches have also been created, with a number of 15. The frequency of cultural activities in the whole town has increased significantly, with an average annual number of more than 50 events, an increase of up to 200 % compared with the data in 2022. It is worth noting that the participation of farmers remains at 85 %.

As an important carrier of cultural communication, "Doushan Cultural Station" has become a local iconic cultural space, with an annual number of visitors exceeding 5,000. The practice shows that these cultural activities have effectively revitalized the local cultural resources-the villagers spontaneously collected and sorted out 20 folk narratives and 50 agricultural proverbs related to melon and fruit planting, and finally compiled into the cultural achievement of "Doushan Guayu". It can be seen that the cultural

identity of rural residents is being substantially improved.

### **Rural Revitalization Dimension: From 'Factor Outflow' to 'Vitality Return'**

'Coupling' is a state in which two or more systems or systems interact and influence each other through various channels. The so-called benign coupling refers to the high degree of integration of factor allocation, structural layout and functional allocation among systems, which promotes the coordinated operation of each other and effectively improves the overall operational efficiency (Dong Qin, & Amu Guleng, 2025). In the process of rural development, there is a symbiotic coupling between industrial factors and cultural factors. During the period from 2023 to 2025, the number of young and middle-aged labor return in Jiadou Town reached more than 120, of which 80 % were engaged in the watermelon and melon planting industry or involved in cultural-related affairs. What has been significantly improved is the level of infrastructure construction. The completion degree of road hardening project and the supply range of safe drinking water have been fully covered, and the improvement effect of human settlements environment has been obviously reflected. The collective economic income of the village has shown a rapid growth trend, with an average annual growth rate of 55 %, which has made the public service guarantee capacity substantially strengthened. The frequency of civil conflicts and disputes in the villages has decreased by 30 %, and the level of rural governance has been effectively improved. Practice shows that the three goals of "promising industrial prospects, rich cultural resources and improved quality of life" have formed a concrete expression in the practice of rural revitalization in Jiadou Town.

### **Experience Enlightenment: The Practical Logic of Symbiotic Integration**

The practical enlightenment focuses on the key supporting links of symbiotic integration, which is embodied in the four core dimensions of accurately anchoring resource endowment, deeply activating subject power, systematically constructing collaborative mechanism and dynamically adapting development stage:

#### **Based on Resource Endowments, Identify the Combination of Industry and Culture**

Behind the development of watermelon and melon in Jiadou Town, there is a precise grasp of local resource endowment. Sandy soil conditions and sufficient light intensity make the cultivation of watermelon and melon, an economic crop, a realistic possibility. The opera art form that local farmers have been in contact with for a long time provides an important support for the cultural expression of the industry. For the vast rural areas, in the process of integrating industrial and cultural elements, we should avoid simply copying the model of other regions. Practice shows that the plain area is suitable for combining characteristic planting and breeding activities with traditional farming civilization, while the mountainous area can consider developing eco-tourism projects and integrating local folk elements. It can be seen that only by fully considering the natural geographical characteristics, industrial development status and historical and cultural accumulation of the region can the dual goals of economic benefits and cultural inheritance be achieved.

#### **Insist on the Main Body of Farmers and Stimulate the Endogenous Power of Symbiotic Integration**

Adhering to the dominant position of farmers in rural work is the basis for the implementation of the

rural work of the Communist Party of China, and it is the distinctive feature and significant advantage of China's national system and governance system (Fan Fan, & Zhang Hanshu, 2025). The main force of rural development is undoubtedly farmers, which occupy the core position in the process of industrial and cultural integration. The practice mode of Jiadou Town shows that giving farmers the right of decision-making, creation and benefit distribution can effectively ensure that the integration process is in line with the needs of the masses. Participatory mechanisms such as the establishment of industrial development hearings and the development of cultural works councils have proved to be necessary measures, and government-led or externally imposed integration methods have been avoided. Farmers' willingness is respected, which not only obtains economic benefits from industrial operation, but also generates a sense of identity at the cultural level. Practice shows that the integration of industry and culture has the characteristics of continuity. To become the dual role of beneficiary and promoter of integration practice, which is the right orientation that farmers should enjoy.

### **Construct a Coordination Mechanism and Strengthen the Guarantee System of Symbiotic Integration**

The symbiotic integration process between industry and culture urgently needs the collaborative support of multiple subjects and composite elements. The underlying logic of multi-subject participation lies in the consistency of value objectives. The government, market players and villagers form the greatest common divisor of environmental remediation through the coupling of interests, which is manifested in the organic connection between public affairs governance and individual demands (Chen Minghong, 2025). In the practical case of Jiadou Town, a three-dimensional mechanism of "government guidance + market operation + social participation" is constructed to form a driving force for integration: it is the government department responsible for planning and infrastructure implementation; to undertake the task of technology promotion and brand operation, is the main body of the market; as for the dissemination of cultural creation, it is carried out by social organizations (such as art groups). Practice shows that rural areas can refer to this operation paradigm, establish a leading group for industrial and cultural integration, and coordinate the allocation of cross-sectoral resources such as finance, agriculture and culture. Establish a special support fund for industrial upgrading projects and cultural innovation projects. External resources such as scientific research institutes and enterprises should be introduced, and technical support, capital investment and talent supply should be guaranteed.

### **Pay Attention to Stage Adaptation and Promote the Dynamic Upgrading of Symbiotic Integration**

The process of industrial cultural integration presents dynamic characteristics, highlighting the necessity of adapting to the stage of industrial development. During the initial stage of Jiadou Town's industry in 2023, it focused on the implementation of the strategy of cultural identity construction, and dispelled farmers' doubts through local storytelling. After the industry enters the growth stage in 2024, the focus is on collective creation activities, and the dominant direction of this stage is to cultivate the spirit of collaboration. After the industrial upgrading stage in 2025, the cultural strategy of brand value appreciation becomes the core, and the industrial influence is expanded by means of communication. This

dynamic integration path, which is precisely adapted to the industrial development stage, not only realizes the same frequency resonance between cultural empowerment and industrial upgrading, but also continuously promotes the watermelon and melon industry from single point breakthrough to scale development, from factor integration to benefit release. After high-quality and efficient development in recent years, the watermelon and melon industry has connected to drive the county's agricultural product base of nearly 100,000 mu, pulling more than 5,000 farmers to increase their income steadily, directly absorbing more than 1,000 jobs, and driving the circulation development of related industries such as origin storage, cold chain logistics, fertilizer processing, etc., realizing the 'win-win' of ecological, economic and social benefits. The 'Guangling model' of government-enterprise cooperation to promote rural revitalization [According to the information of the Guangling County Government's joint hundred orchards held in Beijing on August 12, 2025, the 'Guangling model' Under this mode, the government invests funds to leverage enterprise investment, promote the construction of supporting facilities such as land transfer, provide technical support for Baiguoyuan, open up the sales chain, and build a vertical integrated industrial chain. At present, the 'Guangling model' has begun to be promoted nationwide, becoming a fresh sample of agricultural science and technology innovation to help rural revitalization. It is also gradually being promoted throughout the country.

At all stages of industrial development, in the face of the adjustment needs of different cultural practices, it is necessary to continue to maintain the synchronous and coordinated relationship between culture and industrial development in rural revitalization. Guangling's practice has proved that cultural practice with obvious stage characteristics can effectively promote the process of industrial development.

## Conclusion

The typical case of Jiadou Town in Guangling County is an in-depth investigation of the interaction and coupling of industrial factors and cultural factors in the process of rural revitalization. Through empirical analysis, it is found that the accumulation effect is formed at the material level, the support conditions are provided at the material level, and the expansion possibility is created at the spatial level. The industrial revitalization activities provide the necessary basic guarantee for cultural development. The continuous enhancement effect of identity, the diffusion and dissemination function of brand effect, and the cultivation and promotion effect of spiritual level reflect the reverse promotion effect of cultural innovation behavior on industrial upgrading. The mechanism of circular transformation of material and content, the mechanism of coordination between subject and value, and the mechanism of co-construction and sharing of brand and ecology have jointly constructed the symbiotic relationship network between the two, and finally formed a benign development system of 'industrial foundation-cultural soul-symbiotic efficiency'. The specific practice case of Jiadou Town shows that when facing the dilemma of material and spiritual imbalance in rural development, the symbiotic integration mode of industry and culture shows significant effectiveness characteristics. This model can simultaneously achieve the growth goal of economic benefits, the prosperous development of cultural undertakings and

the continuous improvement of rural vitality, indicating that the real rural revitalization should be a comprehensive revitalization process of the coordinated development of the industrial system and the cultural system. As the implementation of the rural revitalization strategy enters a deepening stage, it is expected that more rural areas can learn from the successful experience of Jiadou Town. Of course, each village needs to actively explore the specific path of industrial and cultural symbiosis and integration suitable for itself based on the actual situation and characteristics of the region. Through industrial development, we have injected strong material support into the countryside, shaped the core spiritual cohesion for the countryside with the help of cultural construction, and jointly painted a picture of rural revitalization of “industrial prosperity, cultural prosperity, ecological livability, effective governance and rich life”.

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