



The operation strategy of rural library in Chengdu under the background of rural revitalization

Zefeng Chen¹, Wei Wu^{2,*}

School of Logistics, Chengdu University of Information Technology, Chengdu 610103, China

Email: cuitczf@126.com, *wuwei@cuit.edu.cn

Abstract. The current dilemma facing Chengdu Rural library stems from the public's "rigid" understanding of the concept of "traditional rural library". Under the background of rural revitalization, Chengdu Rural Library should no longer be limited to this one-way concept, but should be broadly understood as the exchange center of knowledge, information, culture, community and other new forms of rural business. Only by expanding the operation space of Chengdu Farm library, absorbing various positive factors in society into the operation service system of the library, extensively linking external resources, actively carrying out various forms of cooperation, and providing diversified services, is a feasible way to strengthen the operation efficiency of Chengdu Farm Library.

Keywords: Chengdu Rural Library; Successful cases; Operational strategy

1 Introduction

The No. 1 document of the Central Committee in 2023, "Opinions of the Central Committee of the Communist Party of China and The State Council on Comprehensively Promoting the Key work of Rural Revitalization in 2023," pointed out: "We must persist in solving the problems of" three rural areas and farmers "as the top priority of the whole Party's work, and fully promote rural revitalization with the efforts of the whole Party and the whole society."

Rural revitalization, culture first. Rural libraries play an important leading role in the revitalization of rural areas. According to the statistics of the Printing and Distribution Bureau of the Propaganda Department of the CPC Central Committee, there are 587,000 rural libraries in China, covering all administrative villages with basic conditions in the country. Chengdu has built 3,130 rural libraries, covering all administrative villages in the region[1]. However, due to the pressure of policy implementation, the completion of rural libraries in some areas of Chengdu is only the product of the superior assessment, which is difficult to play an effective role, and many other complications such as "ash falling after completion, disunity of supply and demand, Iron General gate keeping, and low management efficiency" continue to be exposed in the current actual operation process[2].

© The Author(s) 2024

L. Moutinho et al. (eds.), *Proceedings of the 2023 International Conference on Management Innovation and Economy Development (MIED 2023)*, Advances in Economics, Business and Management Research 260, https://doi.org/10.2991/978-94-6463-260-6_48

In view of this, this paper explores and analyzes the operation strategy of Chengdu Rural Library under the background of rural revitalization, aiming to provide corresponding suggestions for the current problems faced by Chengdu Rural Library.

2 Current situation of rural library in Chengdu

2.1 Overall construction and operation of Chengdu Farm library

The overall construction and operation of Chengdu farm library has gone through three stages. In the first stage, in 2009, the provincial capital cities of the country took the lead in achieving the goal of full coverage of libraries in the region, six years earlier than the country.

The second stage is the implementation of the Implementation Plan for the Construction of the General Branch Library System of County-level Cultural Library in Sichuan Province in 2018, which will take the rural library as the village-level branch library of county-level library for overall management and comprehensive use, and effectively solve the outstanding problems such as insufficient funds and irregular management of Chengdu rural library.

The third stage is to issue the Work Plan for Deepening Reform and Innovation and Improving Service Efficiency of Sichuan Rural Library in 2020, which defines 11 key tasks and initially solves the outstanding problems currently existing in Chengdu Rural Library. The overall construction and operation of Chengdu Farm Library is shown in Table 1.

Table 1. Time line of the overall construction and operation of Chengdu Farm Library[3]¹

Time (year)	Specific content	Meaning
2007	The notice on the issuance of the Implementation Opinions of the "Farm Library" Project was released.	Marking the official implementation of the farm library project across the country.
2009	Chengdu has achieved the goal of full coverage of rural libraries in the region, six years ahead of the country.	There is no problem in the rural library in Chengdu has been fundamentally solved.
2018	Implementation Plan for the Construction of the General Branch Library System Of county-level cultural libraries in Sichuan Province.	The rural library will be managed and used as a village branch library. Effectively solve the outstanding problems of the current farm library.
2020	Issued the Work Plan for Deepening Reform and Innovation and Improving Service Efficiency of Rural Library in Sichuan Province	Deploy and implement 11 key tasks such as "people order" services, Promote the quality and efficiency of Chengdu farm library.

¹ Sichuan Provincial People's Government official website

2.2 Successful case of Chengdu Farm Library

(1) Self-generating road of Baosi Village in Longquanyi District

As a demonstration village for the implementation of the rural revitalization strategy in Sichuan Province, Baos Village, Baihe Town, Longquanyi District, Chengdu, has a hundred years of history of planting peaches. The village is backed by Longquan Mountains, with a humid climate and large temperature difference between day and night, which is conducive to the accumulation of sugar in peaches and suitable for the growth of peaches. Baosi Village now holds a special peach picking festival every year, attracting more than 1,500 tourists on the opening day of the event in 2022, and the on-site peach sales revenue of more than 100,000 yuan. Baosi Village aims to build a comprehensive demonstration park integrating organic peach planting, leisure sight-seeing and amusement, and parent-child farming experience by relying on the farm library platform in the future, and actively expand and extend the way of operation and income generation of Baosi Village farm library.

(2) Yuedian community of Xinjin District serves the needs of villagers

Yuedian Community, Puxing Street, Xinjin District, Chengdu, is a large resettlement area, where a total of 2,100 households and 6,100 people from 9 villages of Jinhua Town were gathered. Because most of the residents did not know each other before, the neighborhood relationship was very indifferent after resettlement. In addition, the demolition policies of each village are different, and the subsidy methods are different, which has caused some villagers to be dissatisfied, and the problem of petitioning is prominent. To this end, Yuedian community relies on the library to create 980 square meters of "Tianfu Home" cultural activity center, each function room has carried out paper-cutting, film screening, fire fighting, health, financial management, anti-fraud lectures, painting, calligraphy, yoga, early education, Chinese dance, hosting and other activities more than 1,000 times, benefiting more than 68,000 residents, so that villagers in the community in their spare time, There is a set of close to home, full of functions, high appearance level, publicity, no threshold in one of the comprehensive activity position, in order to increase the interaction between residents, so that the community has realized the transformation from strange and indifferent to warm and harmonious.

2.3 The dilemma of rural library in Chengdu

(1) The effect of traditional reading that rural bookstores can play is diminishing

At present, people's reading habits have changed from traditional paper-based reading to modern digital reading. Only a mobile phone can meet the diversified audio-visual needs of readers, and people's reading scenes are no longer restricted by regions. Therefore, it is increasingly difficult for the establishment and development of farm libraries to match people's actual needs. The present situation of inconsistent supply and demand makes the traditional reading effect of Chengdu farm library gradually decline[3].

(2) The relevant policies of higher departments cannot cover rural areas with differentiated characteristics

According to the data of the Rural Government Affairs Network, there are 4,357 administrative villages in Chengdu, all of which are different in geographical environment, climatic conditions, cultural traditions, lifestyles, folk customs and architectural landscapes, with significant regional differences and different local resources available. The implementation of relevant policies by superior departments cannot cover rural areas with differentiated characteristics[4].

(3) The basic management level of farm libraries is generally weak

Rural libraries operate according to the mode of self-management and self-service of farmers, which leads to the fact that the management personnel of rural libraries in Chengdu are mostly compulsory services with irregular personnel and no labor remuneration. The basic professional knowledge of the managers is lacking, the sense of responsibility is generally not strong, most of them have not received special training, and their enthusiasm is not high[5].

3 Chengdu farm library operation strategy suggestions

The current dilemma facing Chengdu Rural Library stems from the public's "rigid" understanding of the concept of "traditional rural library". Under the background of rural revitalization, Chengdu Rural Library should no longer be limited to this one-way concept, but should be broadly understood as the exchange center of knowledge, information, culture, community and other new forms of rural business. Only by expanding the operation space of Chengdu Farm library, absorbing various positive factors in society into the operation service system of the library, extensively linking external resources, actively carrying out various forms of cooperation, and providing diversified services, is a feasible way to strengthen the operation efficiency of Chengdu Farm Library[6].

Specifically, the operation strategy of Chengdu Farm Library can be divided into the following two points: first, actively explore social cooperation, attract capital investment, carry out self-income and other business methods; Second, we should carry out various activities and provide diversified services according to the needs of local people.

(1) Actively explore social cooperation, attract capital investment, carry out self-income and other business methods.

The leading group of rural Library in Sichuan Province has started a comprehensive exploration of operational strategies in terms of policies.

The Department of Education guides primary and secondary schools in the province to build and share with rural libraries, encourages primary and secondary schools to provide surplus books to rural libraries, and carries out reading activities based on rural libraries.

The Department of Agriculture and Rural Affairs has vigorously promoted the "+ rural governance" of rural libraries, incorporated the work of rural libraries into the pilot construction of rural governance system and the creation of rural governance demonstration villages and towns, stimulated the main role of villagers in participating

in rural governance, and enhanced the self-management, self-education and self-service capabilities of villagers.

The competent department of Chengdu farm library should also have the awareness of cross-system, cross-department and open library. For example, with the local Academy of Agricultural Sciences and other scientific research departments to jointly organize science and technology to the countryside, science and technology into the household training and assistance activities; Organized college students and post-graduates with professional skills to carry out a series of off-campus practice projects in rural areas such as agricultural management and rural development under the guidance of tutors inside and outside the school, and invited experts in Chengdu's agricultural field to the countryside for development planning and suggestions; To attract local scholars and enterprises to return home to participate in entrepreneurial activities[7].

(2) Second, to carry out various activities and provide diversified services according to the needs of local people in accordance with local conditions

The problem of poor professional management of rural library in Chengdu is universal and long-term. The operation of library should weaken the functions of library managers and strengthen the regional characteristics of library itself. Digitalization, paperless, intelligent and unsupervised library are all the directions of library operation in the future[8].The regional characteristics of various regions in Chengdu can be mainly reflected in these aspects: characteristic agricultural products village, leisure tourism resource village, historical and cultural celebrity village, and red gene inheritance village.

The farm library with characteristic agricultural products resources can be operated through the "characteristic agricultural products village + farm library", such as the construction of special agricultural products exhibition and sales hall, the theme hall of picking festival activities, the direct broadcast room of agricultural products with goods, the agricultural products e-commerce site, the agricultural products marketing center and other platforms.

Areas with leisure tourism resources can be operated in the form of "leisure tourism resource village + farm library", and platforms such as Wen Bowen creative cultural and tourism integration development center, tourist distribution and service center, tourism resource project investment office, tourism publicity and media center can be created.

Areas with historical and cultural celebrity resources can use the way of "historical and cultural celebrity village + farmhouse library" to set up platforms such as village celebrity memorial hall, village history and village records archive room, village history and culture museum, and historical cultural and creative souvenirs hall.

Areas with red gene inheritance heritage can rely on the "Red gene inheritance village + farmhouse" to build platforms such as patriotic education base, off-campus research activity practice base, Red Party and mass learning service center, and red gene inheritance memorial archive room.

4 conclusions and suggestions

Only by expanding the operation space of the local library, absorbing various positive factors in society into the library operation service system, extensively linking external resources, actively carrying out various forms of cooperation, and providing diversified services, can the competent department of Chengdu Farm Library strengthen the operation efficiency of Chengdu Farm library[9].

The operation strategy of Chengdu Farm Library needs to cultivate a more open perspective of operation, from the two aspects of "actively exploring social cooperation, attracting capital investment, developing self-income and other modes of operation" and "adapting to local conditions, carrying out various activities and providing diversified services according to the needs of local people". This is a more open operation strategy without changing the conditions and original intention set by the current policy, and it is one of the feasible and constructive ways to optimize the operation of Chengdu farm Library[10]. Especially for the idle and abandoned farm library in some areas of Chengdu, this operation strategy can provide the department in charge of the library with a variety of new ideas for operation strategies. And add some potential rural social benefits.

references

1. Chen Yuan, Hu Xiaoxue, Xie Huan, et al. A review of research on rural libraries [J]. Library Forum, 2017 (11) : 23-28.
2. Su Zhihao. Mobile Library: An effective way for social organizations to activate rural bookhouses: Based on Japanese inspiration and localization innovation [J]. Library Theory and Practice, 2020(03) : 105-111
3. Sun Ling. Challenges and Opportunities of rural bookstores in the digital Age [J]. Science and Technology Publishing,2022(05):29-34. (in Chinese)
4. Yang Qing, Zheng Yongjun. The positioning, vacancy and replacement of rural library in the process of rural culture revitalization [J]. Library Work and Research,2022 (3) : 121-128.
5. ZHANG Wenjing, HAO Huihua, Xing Dawei, ZHANG Xiaoping. Investigation and analysis on the construction and use of farm library [J]. Science and Technology Publication, 2016(02) : 132-136
6. Yan B. The media background, realistic difficulties and transformation path of rural library under the strategy of rural revitalization [J]. Library, 2021 (8) : 20-24, 41.
7. Le Zhengfan, Yang Dandan. Investigation on sustainable development of rural libraries in northwest Hubei -- A case study of Zhangwan District, Shiyuan City [J]. Science Publishing, 2016,24(02) : 15-19
8. Hou Fengzhi, Huang Qijie. Research on the efficiency improvement strategy of rural library from the perspective of governance modernization [J]. China Publishing,2021 (5) : 36-40.
9. Chen Geng, Li Tingting. Analysis of the running predicament of farm library and its optimization strategy. Library Construction,2020 (3).
10. Hu Yongqiang, Zhang Yanwei. Research on the transformation of information construction mode of rural library [J]. Library and Information Work,2015 (18) : 46-50.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

