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nance and developing local cultural and tourism industries. In response to the current situation that Tuzhu religion and folk self - organization is facing disintegration, the cultural and heritage views should be effectively changed, and an interdisciplinary research team should be formed to jointly research, by means of holographic digital recording and public practice of folk culture, to collaboratively inherit and holistically protect the rice noodle festival.

Rural revitalization Yuxi Rice Noodle Festival Harmonious region Revaluation Subjectivity collaboration

WU Rong Shi Guo qing 43

The focus of rural revitalization is to promote the prosperity of rural industries, to a certain extent, the prosperity of rural industries relies on the participation of the new rural elite. The academic research on the new rural elite focuses on the field of rural governance and its political effectiveness, while the research on the action logic of the new rural elite's participation in rural industrial development is slightly weak. This article takes Z Village as an example. It is a national rural tourism demonstration village, and the new rural elite participates in the rural tourism industry. It is found that the action logic of new elite's participation in rural industrial revitalization presents a triple nature of rational superposition, spiral empowerment and multi - dimensional community under the interaction of rational logic, market logic, bureaucratic logic and local logic. Therefore, it is necessary to correctly recognize and reasonably utilize the individuality and publicity inherent in the logic of action of the new rural elite, actively optimize the social development environment required for the new rural elite to participate in rural revitalization, pay attention to the value and role of traditional local cultural resources and emotional elements in rural social development in the new era, and continuously meet farmers' aspirations for a better life.

Rural elite Industrial revitalization Rural tourism Action logic

LIU Xu wen 54

The rural revitalization is not only the general grasp of the "agriculture, rural areas and farmers" in the new era, but also a necessary way to promote the substantial progress of common prosperity. However, in the process of promoting common prosperity through rural revitalization, there are bound to be many challenges, which are embodied in four key challenges. It is difficult to bridge the income gap between urban and rural areas. The imbalance in supporting public services in rural areas is still to be solved. The spiritual anti - poverty work is tough. Intergenerational income poverty needs to be addressed eagerly. In this regard, the article believes that we should change the governance idea from absolute poverty governance to relative poverty governance, change the governance standard from solving the basic survival problems to promoting the equalization of urban and rural public services, change the governance means from "coming out" of material poverty to "standing up" of spiritual poverty, and expand the governance object from the employment problem of absolute poor groups to the education problem of their children.

Rural vitalization Common prosperity Fairness and justice Policy turn

MA Hai long YANG Wen wen 64

Industrial prosperity is the basis of rural revitalization, and developing specialty industries is an important way for rural areas to promote economic growth and realize rural revitalization. Located in northeast China, J Village, under the support and guidance of the government, combined with local resources and social foundation, has developed fungus planting into a local key industry. The new endogenous development theory, as a mixed development model, transcends the dual development concepts of exogenous and endogenous, empha