Research on the Coordinated Development of Rural Cultural Industry Cluster and Ecological Environment Construction

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Abstract. The construction of ecological environment effectively promotes the integration and development of rural industry and ecology, and provides an internal driving force for the ecological development of rural culture and economy. Through the interactive mechanism of building and coordinating the construction of ecological environment and the gathering of rural cultural industry, the innovation effect, collaboration effect and social effect of cultural industry can be improved, so as to realize the coordinated development of the rural ecological environment and the rural cultural industry gathering construction.

Keywords: Ecological Environment, Industrial Agglomeration, Collaborative Development

1. Introduction

With the support of the state for the development of ecological environment, the construction of ecological environment is carried out very well. The rural cultural industry, which has also been valued, has gradually formed a pattern of concentrated development. The concentration of rural cultural industries and the construction of ecological environment are interdependent, mutually restricted and mutually supported and complementary[1]. The construction of ecological environment has effectively promoted the integration and development of industry, rural area and ecology, and provided an internal driving force for the development of cultural economy and ecology. The construction of rural cultural industry agglomeration should continuously absorb and integrate the advantageous resources in the ecological environment, adjust the factors of production, structure and density of industrial production, enhance the economic added value brought about by the production and consumption of rural cultural industry, and promote the transformation and upgrading of ecological economy and industrial structure[2].
2. The interaction between the concentration of rural cultural industries and the construction of ecological environment

The concentrated development of rural cultural industry is the expansion and the increase of the cluster type of the rural cultural industry and its related supporting industry. There is a basic conflict between the infinite demand for resources and the limitation of ecological environment construction in the process of rural cultural industry aggregation. In the course of this conflict, with the continuous development of the rural cultural industry gathering, the feedback mechanism of ecological environment will appear in two different states: one is positive feedback mechanism[3]. During the use of cultural resources and environment, when the proper handling of ecological pollution damage is greater than the emission of pollutants, there will be a positive feedback mechanism, which can continue to promote the orderly development of rural cultural industry gathering; When the resource depletion and environmental pollution of rural cultural industry agglomeration and deterioration are not properly handled, the ecological environment will have a negative feedback mechanism, which causes the rural cultural industry to develop in reverse.

Therefore, in the process of the concentrated development of rural cultural industry, its optimization and adjustment of ecological environment or continuous destruction is not the process of passive adaptation by relying solely on the ecological environment, but a process in which the industry actively relies on policies and capital to reduce ecological losses, improve the ecological environment and raise the threshold of ecological environment supply. Therefore, in theory, we need to coordinate the interactive development between rural cultural industry agglomeration and ecological environment, and realize the positive feedback of ecological environment reasonable and orderly and the high-quality development of rural cultural industry gathering[4].

3. Coordinated Development of Different Agglomeration Levels and Ecological Environment Construction of Rural Cultural Industry

Compared with the production factors of capital, technology, and labor, the rural cultural industry resources lack a certain degree of mobility. The development of rural cultural industries in different regions mostly relies on the advantages of local characteristic resources. Therefore, for the rural cultural industry, the influx, development and utilization of various characteristics of rural cultural resources are the "basic power source" for its agglomeration development. Therefore, the natural resources in the ecological environment are the most important for rural cultural industry agglomeration. Important basic support. But we must also realize that the development of agglomeration brings about the rapid development of the industrial economy, but it also easily leads to excessive pollution and destruction of the environment and resources.

For a specific type of rural cultural industry, in its low level of agglomeration development, the ecological environment has less constraints on the environment and resources for the development of industrial agglomeration. At this time, as the environment and resources in the ecological environment are consumed, rural areas The level of cultural industry agglomeration continues to improve, and the two show a positive correlation. With the continuous agglomeration and development of rural cultural industries, the supply of environment and resources in the rural ecological environment has become tighter, and the ecological environment has reached the threshold that it can bear. At this time, if the agglomeration and development of industries continue to be maintained, it will be brought to the
ecological environment. The large bearing pressure caused the continuous deterioration of the ecological environment, which in turn inhibited the agglomeration and development of rural cultural industries[5].

4. Integration of Ecological Environment Construction and Rural Cultural Industry Elements

The development of rural cultural industry clusters must be planned and implemented in conjunction with the protection of the ecological environment. In rural construction, the development of smart ecology must be the standard; in cultural industry technological innovation, the development of cultural resources, and the design and production of cultural products, the ecological environment must be incorporated to continuously improve the ecological environment standards of cultural products. Form the ecological advantage of market competition under the development of the new economic form. Strengthen the integration of rural ecological environment construction and cultural industry elements, transform the traditional economic growth mode, and develop circular economy and ecological economy.

Cultural construction is a "flexible construction" that reflects the humanistic conditions of society. The construction period is long, difficult and not easy to see results, but in the long run, it is a source of national cohesion and creativity and an important driving force for economic and social progress. Therefore, the ecological environment planning, construction and management should be analyzed as a whole, focusing on the system of rural economic construction and cultural industry construction, strengthening the transformation and construction of rural subjects, and retaining the unique geographical environment, cultural characteristics, and historical relics of rural areas. Protecting the ecological environment, allowing the countryside to integrate into nature while preserving the original historical features, relying on the rural historical context and "cultural genes" to create cultural industry parks, so that the agglomeration of cultural industries will produce a strong diffusion effect and spillover effect[6].

5. Conclusion

From the perspective of the inherent needs of rural cultural industry construction and planning, the agglomeration of cultural industries to optimize the spatial layout of rural areas and improve the external environment for the development of rural economy and ecological industry chain can enhance the core competitiveness of rural areas and provide new impetus for sustainable rural development. Through the construction of a coordinated and interactive mechanism, the effective connection between the agglomeration of cultural industries and the construction of the ecological environment is promoted, and the innovation, collaboration and social effects of the cultural industry are improved, so as to realize the coordinated development of the rural ecological environment and the construction of cultural industry agglomeration.

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