

## Strategic management of rural art museums in southern Zhejiang province, China: A mixed approach

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**Abstract:** Restoration of rural art museums in southern Zhejiang is important for regional and national development. Therefore, this study focuses on the strategic management issues of rural art museums in southern Zhejiang in the context of revitalization. This research sets three objectives: (1) to study and analyze rural art museums; (2) to synthesize strategic management; and (3) to create, propose, and define strategic management. This study used a mixed approach, with 300 stakeholders from five rural art museums in southern Zhejiang. The results show that elements of the strategic management model for rural art museums in southern Zhejiang Province can be determined. From the second objective, it is possible to formulate and implement a strategic management model in accordance with empirical data. An operational manual was developed and divided into 15 items for the strategic management of rural art museums that could be adapted to the southern region of Zhejiang Province. However, based on the questionnaires, in-depth interviews, and field visits, the average satisfaction with the level of rural art museum management was 3.27, with a standard deviation of 1.32. The average satisfaction score for the exhibition was 3.27 with a standard deviation of 1.38. Similarly, the average overall satisfaction with rural art museum was 3.4 with a standard deviation of 1.23. This study provides theoretical support and practical recommendations for strategic management of rural art museums. This study provides valuable insights into rural art museum research across the country. It also opens up new perspectives for the study of regional relations within the academic community and increases the depth and breadth of academic discussions.

**Keywords:** Development challenges, Rural art museums, Rural revitalization, Southern Zhejiang, Strategic management.

### 1. Introduction

This rural restoration strategy of using resources and arts in the countryside has led to the promotion of rural economic and cultural revitalization. This research focuses on the strategic management of the Southern Zhejiang Rural Art Museum under the Rural Revitalization of the People's Republic of China. This study systematically examined the development system of rural art museums in southern Zhejiang Province. The scope of rural restoration has enabled the theory of rural restoration strategies to study and understand the functions and roles of art museums. It also plays various roles in the economic, cultural, and social governance of the countryside [1]–[2]. An in-depth study of the theoretical foundations of rural art management and operations can guide the sustainable development of rural art operations. Similarly, new perspectives and empirical results have been generated for the theoretical research on rural art and restoration.

However, the southern part of Zhejiang Province has already achieved rural revitalization and artistic development. Based on in-depth studies and analyses of these cases, they can be used as references in other regions [3]–[4]. Similarly, this achievement in Zhejiang Province can explain the

scientific basis and provide empirical support to the government and relevant agencies in formulating policies for rural restoration and artistic development. It can also provide specific recommendations for the location, design, management, and operation of rural art museums to maximize social and economic benefits. The operation of this art museum also increases the attractiveness and competitiveness of rural tourism through the combination of art and tourism and promotes the development of the local economy to increase income [5]–[6]. The implementation of this cultural and artistic project has led to the development of cultural knowledge and the quality of life of the residents of the community, and has increased the harmony and sense of belonging of the community. Therefore, strategic management research on rural art museums in southern Zhejiang Province is of great theoretical and practical importance. This study provided an in-depth understanding of these strategies. It also explores the relationship between rural arts and rural economic development, and the utilization of rural cultural resources to promote the sustainable development of rural arts. The next section presents a literature review, methodology, results, discussion, and conclusions.

## 2. Literature Review

This topic presents relevant literature and is consistent with the strategic management of rural art museums in southern Zhejiang Province, People's Republic of China. This review aimed to provide a theoretical basis for this research. However, this study explains the importance of, and related aspects of, the strategic management of rural art museums. J. Barney [7] explained the link between an organization's resources and sustainable competitive advantage and proposed four indicators: value, scarcity, inimitability and irreplaceability. Feng and Dai [8] also suggest that research on competitive advantage in an organization can be divided into two main camps: the competitive theory represented by Porter and the resource capability theory represented by Wernerfelt, Barney, and others. D. Teece, G. Pisano et al. [9] explain that the competitive advantage of an organization depends on specific processes, which are affected by the position of the organization's assets, such as knowledge assets that are difficult to trade and ancillary assets, and the evolutionary path of acceptance or succession. This shows that in an environment of rapid technological change, organizations need to constantly adapt their in-house technology and management processes to identify new opportunities. Henry Mintzberg & J. Waters [10] explained how to create a strategy in an organization, emphasizing that in addition to the leadership plan, the diversity of creating a real strategy should also be considered. Holowka, R. A. T. [11] A 2015 study focused on strategy development and implementation but linked them and proposed models to guide strategy implementation. Ghoshal, S. [12] conducted a 1987 study and provided a conceptual framework for organizing the literature on global strategy, which is the foundation for future teaching and research. This shows that, with the development of economic globalization, companies need to consider strategic decisions on a global scale. Zhang, J. [13] suggested that, as a public cultural space, the strategic management of rural art museums needs to focus on how to respond to villagers' quest for a better life. How can the quality of the cultural life of villagers be improved through the creation of physical, activity, and institutional spaces? Xiao Yang and Ma Yunhua [14] believed that a rural art museum was not only a place for cultural inheritance but also a place for cultural inheritance. This is an important platform for the promotion of rural regeneration. In terms of strategic administration, it is necessary to pay attention to construction; properly manage the relationships among local officials, the masses, and artists; and select appropriate projects according to the actual conditions of the locality. It is believed that rural cultural revival, such as the protection of rural cultural heritage, the restoration and utilization of rural areas, rural tourism, the development of cultural products and creativity in the countryside, and the creation of villagers' socialist values are strategies and practices of rural public art. This rural public art strategy and practice is an excellent catalyst for reviving rural culture. Zhang Bo and Li Qunqun [15] believe that rural cultural governance is a form of governance that has both content and instrumental attributes of great importance to the strategic management of rural art museums. Gu, Z., Zhao et al. [16] suggested that the supervision of rural culture emphasizes all regulatory agencies and should achieve effective provision of rural public

cultural services on the basis of cooperation. For rural art museums, it is necessary to establish a good governance system to fill the gap created by the government regarding public cultural services. Li Mengli [17] explained that artistic assistance is an effective avenue for the restoration, protection and development of the heritage of traditional villages. Rescue strategies can be achieved in three dimensions: image, industry, and culture. The design of a visual identification system can help to create an image of a village. The integration of design and marketing can help develop a village's economy and introduce design thinking, which can help revive the local culture. In his graduation thesis, Gao Tuanjie [18] proposed research on art design strategies to strengthen rural revitalization into regionality. Public participation and diversity are the principles and overall layout structure of a dual center. Three strips and two areas. In terms of educational strategies, rehabilitation, planning, art, AI, and art management methods have been used to promote the overall development of rural awareness and management. In terms of design, specific design plans and dynamic improvements are made in view of the construction area, and building renovations are vibrant. Improving the facade along the street with art blended with the countryside will be the core goal. The subjective modification of villagers and creation of art villages with local characteristics have led to sustainable development. Zhou Hui and Zhang Qin [19] proposed optimization strategies by using technology to support intangible cultural heritage. Branding culture and creativity in the countryside through technology is an optimization strategy. Zhou Rui [20] built an art village that included three industries, and others believed that this village was the cultural preservation of the traditional village. Stimulating industrial vitality through the concept of revitalization is an important way to cope with the difficulties in the development of traditional villages against the backdrop of rapid urban expansion. Zhang Sen [21] explained that rural cultural revival should adhere to a farmer's three-in-one cultural development strategy. In other words, they should adhere to the farmers' agenda to strengthen the family oriented approach and promote community revitalization. Liu Wei [22] described seeking support from local governments. Creating high-quality brand dramas to cultivate opera performance talent involves the use of a differentiated marketing competition strategy and an effective measure for local private troupes to achieve rapid development in helping revive rural culture. Ren Zeyu [23] explained that stimulating local culture through artistic methods can not only create a development model of harmonious coexistence between man and nature but also help integrate urban and rural areas. It also inherits and promotes excellent traditional Chinese culture, which plays an important role in modernizing China. Wang Ren [24] described the theoretical concepts and practical thinking of rural art museums in China. According to unofficial statistics, there were fewer than 50 rural art museums in China in 2019. An art museum system that develops in tandem with the city and promotes the establishment of rural art museums in this new era is urgently needed. The emergence of rural art museums is not coincidental, but has a historical background and contemporary needs. Zhang, L. [25] proposed a new educational perspective on how art museums are specialized aesthetic educational institutions for conducting social aesthetic studies. Deppman [26] described a museum's location, architecture, and exhibits in a commentary on art dissemination. Chen Rui [27] questioned whether rural art museums need art museums. A comparison of the number of rural art museums with the number of art museums in other cities revealed that rural art museums require urgent development and construction. Since 2020, the development of rural art museums has shown a rapid upward trend, which is reflected in the rural restoration practices of different provinces. Simultaneously, people's spiritual needs are also increasing. Therefore, people have become more interested in the cultural heritage and artistic resources in rural areas. However, these resources have not yet been fully exploited or utilized. In-depth research on rural art museums will help explore and inherit rural culture and promote the sustainable development of rural cultural innovation [28]–[29]. Research on rural art museums is of theoretical and practical importance. If the theoretical perspective is considered as a new cultural phenomenon, in-depth research on rural art museums will help strengthen and improve the relevant theoretical system [30]. This study also provides theoretical support for the development of rural culture. If considered in practice, research on rural art museums can provide suggestions for actual construction work, promote the development of

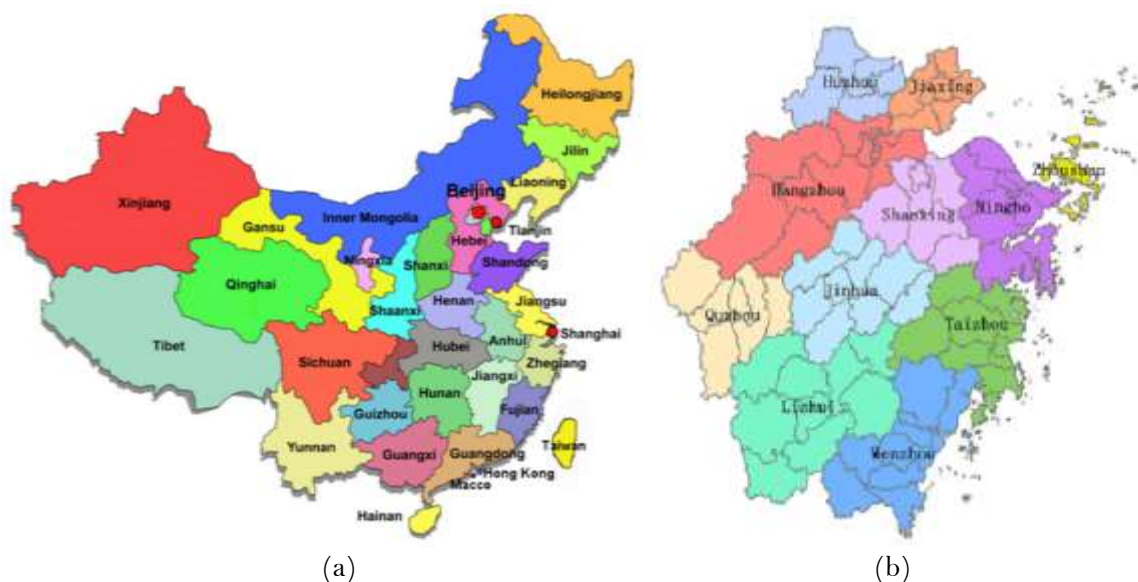
rural art museums, and help implement rural restoration strategies. Fig. 1. shows characteristic decorative pattern of Hongzhou Kiln porcelain with Fengcheng Museum in 2023.



**Figure 1.**  
Characteristic decorative pattern of Hongzhou Kiln porcelain.

However, the literature mentioned above is extremely important for proposing the implementation of a flexible project standard mechanism for one village-one discussion. Expanding public relations channels and encouraging people from all walks of life to participate.

Similarly, it protects and develops rural culture and character expressions to effectively promote rural development and inject a steady impetus into China's modernization. Zhejiang Province is an economically developed region in the eastern coastal area of the country. not only have relatively developed manufacturing and service industries but also cultivate a number of competitive characteristic industries and enterprises, such as e-commerce and tourism, in the upgrading and transformation of rural industries. Zhejiang Province's industrial structure adjustment and innovation capabilities can serve as a model for other regions. Fig. 2 (a) and (b) show the administrative maps of China and Zhejiang Province, respectively.



**Figure 2.**

(a) Administrative Map of China (b) Administrative Map of Zhejiang Province.

### 3. Methodology

The following section describes the research methodology for the strategic management of the Southern Zhejiang Rural Art Museum under rural restoration. The details of the People's Republic of China are as follows:

This study conducted research on three dimensions, including the rural economy, Rural Culture and the Rural Government. Based on a case analysis of rural art museums at home and abroad, successful experiences and models can be summarized by proposing a new strategic management model for rural art museums and performing data collection, analysis, and auditing, the process of which is shown in Fig. 3.

#### 3.1. Research Design

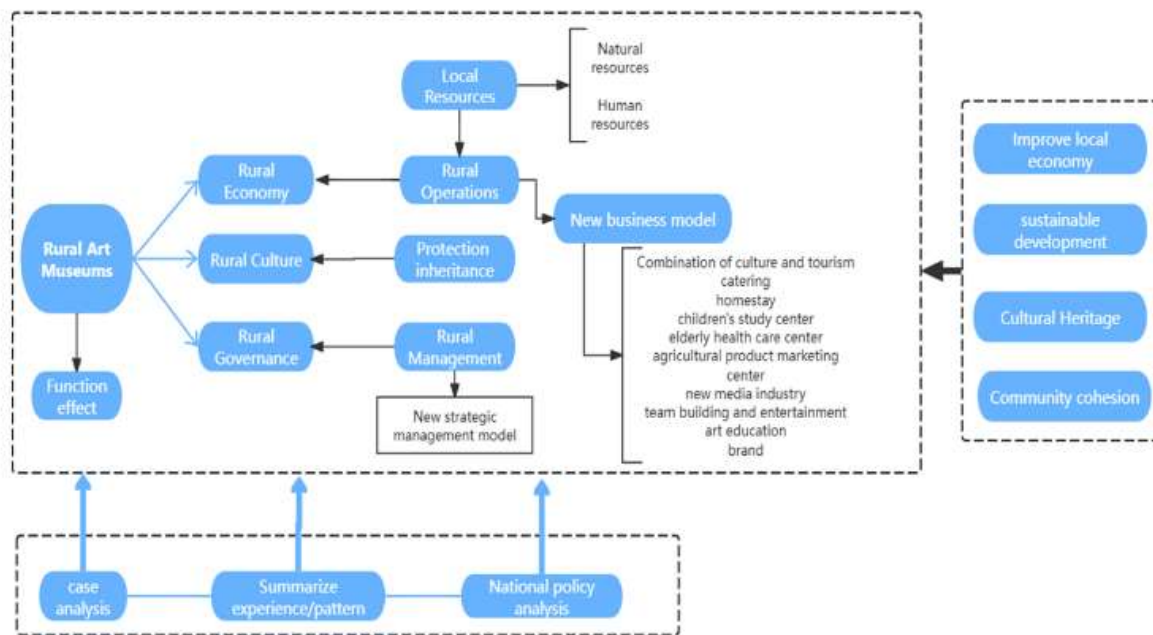
This section describes the methodology used in the study, which defines three research objectives: (1) Study and analysis of rural art museums in southern Zhejiang. (2) Strategic management synthesis for the Southern Zhejiang Rural Art Museum. (3) Establishing, proposing, and determining the strategic management of the Southern Zhejiang Rural Art Museum. This study uses a mixed research methodology, including quantitative and qualitative research. The research was divided into three processes: preparation of the research plan. Research procedures and reports. The research phase consisted of three stages: (1) examining the elements of the strategic management style of the Southern Zhejiang Rural Art Museum. (2) A strategic management model for rural art museums in southern Zhejiang is proposed. (3) Guidelines for the strategic management of rural art museums in southern Zhejiang should be formulated.

The steps are as follows. Step 1: Examine the elements of the strategic management model of the rural art gallery in southern Zhejiang Province. Qualitative research methods: The authors studied the relevant literature on related concepts, principles, and theories. Similarly, studies related to the strategic management of rural art galleries and in-depth interviews with informants have also been conducted. The main contributors consisted of 6 people who used the sampling method, including two managers from Zhejiang University. The Dean of the College of Education and the Arts, two professors at two different universities, has more than 20 years of teaching and leadership experience. Two rural art gallery directors had relevant experience managing art galleries. The data collection method used a



semi-structured interview format. Three questions were included in the interview form. Step 2: Propose a strategic management model for a rural art gallery in southern Zhejiang Province. This step is quantitative research, in which the variables obtained in step one are used to develop a questionnaire as a tool to collect sample data to create and validate the management model. Step 3: Developing a strategic management approach for rural art galleries in southern Zhejiang

This qualitative research collected data from the perspective of experts to formulate an operational guideline for a management model for practical application in the strategic management of rural art galleries in Zhejiang Province. Similarly, the focus group discussion consisted of two rural art gallery directors with relevant administrative experiences. Two experts from the Artists' Association had more than ten years of expertise in art. Two professors in arts management-related disciplines had more than 15 years of teaching experience.



**Figure 3.**  
Research ideas for rural art museums.

### 3.2. Research Methods

This study used a combination of qualitative and quantitative methods, including a literature review. Data analysis from field surveys, in-depth interviews, questionnaire surveys, and so on, will be synthesized and understood in the current situation and development trend of the strategic management of rural arts fully and profoundly. Similarly, building confidence and accuracy of data uses the following process:

1) Literature research methods: libraries, databases, and academic platforms such as Google Scholar and China's National Knowledge Infrastructure. Internet and other channels, as well as domestic and foreign literature and materials related to the Museum of Rural Art, Rural Revitalization, Art Management, and Strategic Management. The literature was screened, classified, and organized to provide important information for in-depth analysis, synthesis, and summarization. To understand the state of basic research, theory, and practical experiences in related fields. It establishes a theoretical framework and hypothesis for research, and provides theoretical support and a reference for research development.

2) According to various criteria such as geographical location, size, and mode of operation, five general rural art museums in southern Zhejiang Province were selected as case studies. Detailed information about the case was collected, and strategic management practices were analyzed. Effectiveness, Problems and Comparison with Theoretical Framework to Provide Empirical Support for Optimization Strategies.

3) Questionnaire survey method: This questionnaire design method needs to be targeted, that is, to select rural art gallery operators, managers, community residents, and other groups. Statistical software was used to organize and analyze the questionnaire data. Extraction of important data and trends for analysis and synthesis. Studying and understanding the status of operations management strategies impacts cultural heritage and provides information for an in-depth analysis.

4) In-depth interview methods: This method involves detailed interviews including questions about the operation and management of cultural heritage and community involvement in rural art museums. Key interviewees were selected for in-depth interviews to build confidence and ensure diversity and representation. The interview contents were recorded and organized. This in-depth interview helped us understand the perspectives, experiences, and suggestions of rural art gallery operators. Residents of the community and other groups.

5) Data analysis methods: Descriptive statistical, factor, and regression analyses were used. This method involves providing correct query data. Content analysis, theme analysis, etc. Therefore, interview data were compared and supplemented with quantitative and qualitative data to draw conclusions.

6) Summary and discussion: Data analysis was used to summarize research results by classifying key data and trends and comparing and examining research results with theories to form systematic research conclusions. In conclusion, specific strategic recommendations and optimization plans exist. It considers the shortcomings and limitations of the research while systematically formulating research conclusions and suggestions and provides practical suggestions and references for the strategic management of rural art museums.

### 3.3. Population and Sample

This study used a research population group consisting of entrepreneurs, Community Resident Manager tourists, cultural workers, local government officials, cooperative institutions, etc., of the Rural Art Museum, as follows:

1) Sample selection: This study selected five representative rural art museums in southern Zhejiang Province. A total of 200 questionnaires were collected. Community tourists and residents: There are many workers and managers, so the methods of collecting questionnaires and recording interviews in amounts of 5-10 were used. However, we ensured that the samples were distinct and representative of the geographical location. Size, functionality, and so on The number of samples is determined on the basis of research resources and time to ensure the confidence, reliability and accuracy of the research.

2) The main informants were composed of six informants via the sampling method: two Zhejiang University managers, both with many years of management experience; two deans of the Faculty of Education and Arts; two professors with more than 20 years of teaching and leadership experience from two different universities; and two directors of rural art museums with relevant art gallery management experience.

3) Population/Sample Five representative rural art museums in southern Zhejiang Province were selected for the population and sample scope of the questionnaire survey at this stage. A total of 200–300 questionnaires were collected. For tourists and community residents, practitioners and managers used questionnaires and 5 – 10 interview records.

### 3.4. Research Instruments

The tool used in this research was a questionnaire-based survey method, which was divided into two parts. In the first part, the demographic variables were itemized into gender, age range, education level,

relevant work experience, job title, and academic position. The second part was the strategic management variable for rural art galleries in southern Zhejiang Province. A grading method was used to divide the ratings into five scores. The number of questions and variables were determined, and the level of evaluation of each variable was classified as strongly disagree, disagree, agree, or strongly agree. However, for the accuracy of the content, ICO was used to test the validity of the content of the questionnaire and evaluate the accuracy of the data, rigor, and suitability of the procedure. This method involved six experts conducting a review of IOC questionnaire content. This implies that the expert is certain that the item cannot measure the attribute. This means that experts are unsure whether the product can measure the expected attributes. Items with scores of between 0.5 and 1 remain. Items with scores between -1 and 0.5 are edited, and items with a minimum score of -1 are deleted. Finally, the appropriate number of query questions was calculated after detecting the IOC. Thirty unsampled personnel were randomly tested to verify the reliability of the questionnaires.

### 3.5. Data Analysis

Therefore, data analysis is important. The data from the research will be analyzed using the SPSS and AMOS programs to analyze the variables by category. Descriptive Statistics, Correlation Analysis, and Quantitative Survey Examples. Manual sorting, computer assistance, computer inputs, and chart production were used in this study. Therefore, manual verification is required before data analysis. The researcher calculated the reliability and validity of the questionnaire were also assessed. Subsequent studies showed that the questionnaires used were stable and reliable. Descriptive statistics were used to analyze the managers' variables. The components and indicators were analyzed using confirmatory factor analysis (CFA). However, explaining the methodology is a systematic and accurate research process that involves research design, population, and sample selection. Similarly, the importance of applying research tools, data collection, and data analysis to reach accurate and reliable conclusions is necessary. The next section presents the results and discussion, which are explained in more detail.

## 4. Results and Discussion

The strategic management of the Southern Zhejiang Rural Art Museum under the Rural Restoration of the People's Republic of China has defined the research process with the following three objectives: (1) to study and analyze the Southern Zhejiang Rural Art Museum, (2) to synthesize the strategic management of the Southern Zhejiang Rural Art Museum, and (3) to create, propose, and formulate the strategic management of the Southern Zhejiang Rural Art Museum. The results based on these three objectives are presented and discussed below.

*Objective 1:* This study is based on the analysis of rural art museums in southern Zhejiang and aims to establish the main elements and key indicators of the strategic management of rural art museums in southern Zhejiang Province. Along with the collection and analysis of relevant domestic and foreign literature on the Museum of Rural Art, this study used a mixed approach with 300 stakeholders from five rural art museums in southern Zhejiang. The sample size was determined via stratified randomization to ensure consistency and reliability, using the following data collection tools: questionnaires, in-depth interviews, and field visits. Descriptive statistical methods, factor analysis, and regression analysis were used for the data analysis. The results show that elements of the strategic management model for rural art museums in southern Zhejiang Province can be determined. eight elements and 24 sub-indicators. Similarly, it can encourage rural art museums to play a more culturally vibrant and socially integrated role in rural revitalization.

*Objective 2:* To synthesize strategic management for rural art museums in southern Zhejiang using a structure and indicator system. Based on this study, a systematic strategic management framework covering the operational processes and implementation measures of each component is proposed to guide rural art museums toward sustainable development. Similarly, it can also increase the social impact. A framework that highlights the need for cultural innovation through a case study of the successful practices of rural art museums in southern Zhejiang Province. A strategic management model



can be formulated and implemented in accordance with empirical data. An operational manual was developed that was divided into 15 items for the strategic management of rural art museums and adapted to the southern region of Zhejiang Province. Similarly, it has a positive effect on the platform's business model and user experience.

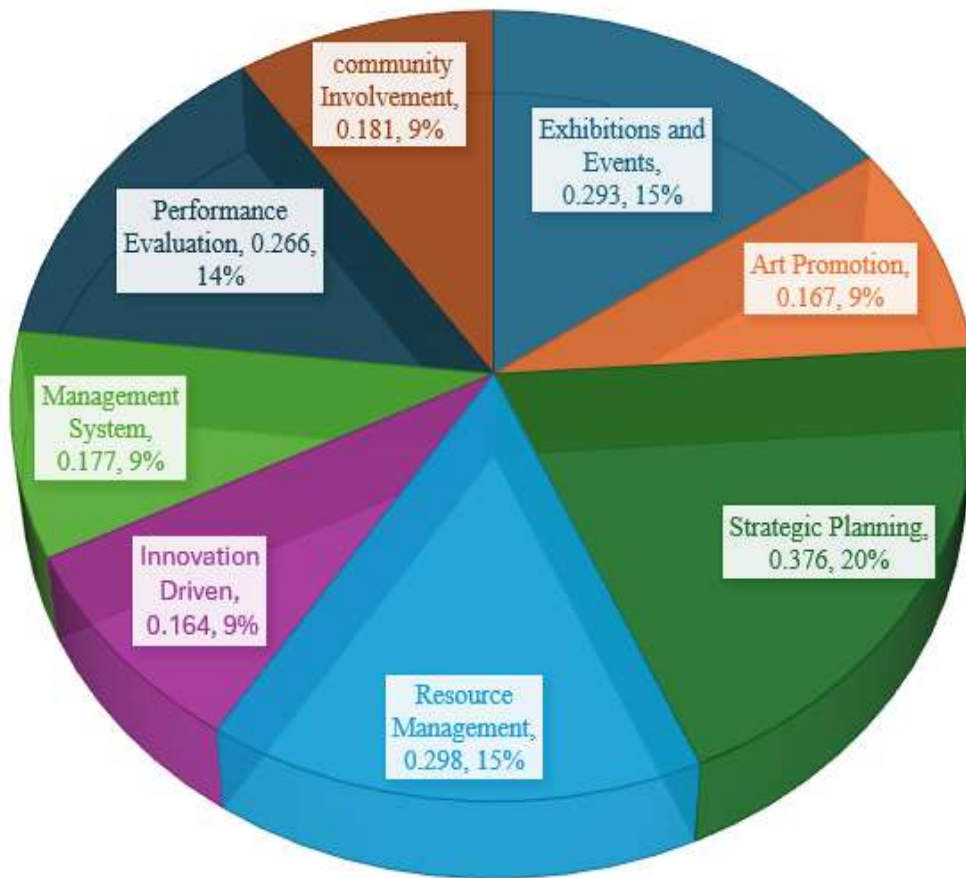
*Objective 3:* Creating and defining strategic management for the Southern Zhejiang Rural Art Museum. Based on this systematic research, a strategic management manual was created in eight main areas: strategic goal setting; establishment of an organizational structure and management team; resource allocation; rational financial management; planning of marketing exhibitions and operational activities; branding; promoting community participation and building cooperation; promoting digital transformation and innovation in technology application; creating a long-term mechanism for evaluation; and providing feedback.



**Figure 4.**  
Eight strategic management styles.

This guide aims to provide practical procedures and suggestions for the entire process of a country's art museums. The steps begin with assessing strategic planning needs. Resource Integration Application of Technology to Performance Monitoring. Helping the community plays a better role in cultural services and community harmony in accordance with Rural Restoration Policy. Using regression data analysis statistics, the elements of the strategic management model of the rural art museum in southern Zhejiang Province can be used to determine the eight elements, as shown in Fig. 4.

However, the regression coefficient estimation can be analyzed based on the strategic management of the eight points. The strategic management model for rural art museums is shown in Figure 5.

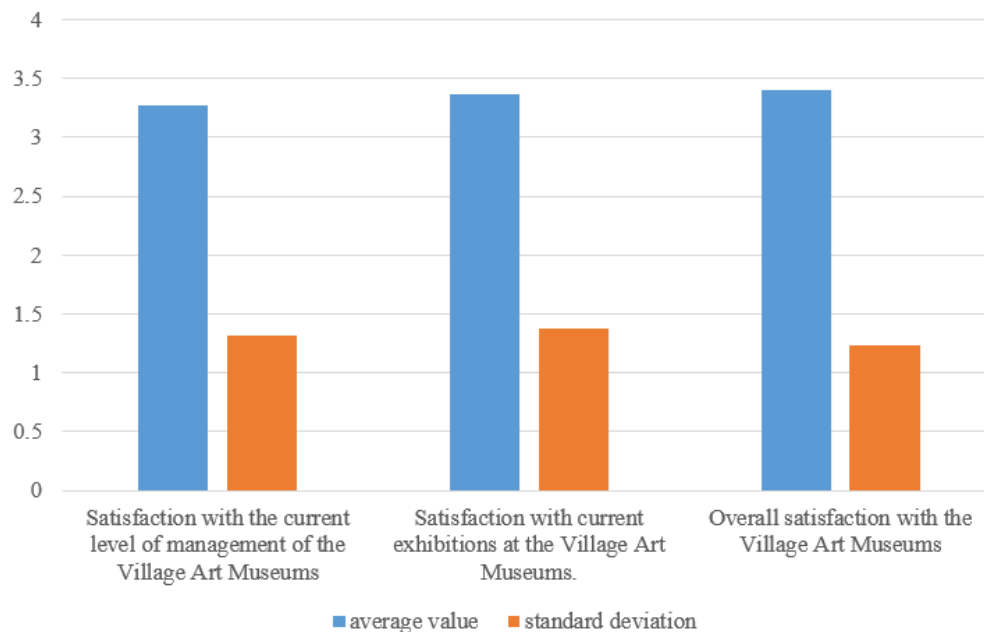


**Figure 5.**  
Strategic management model of a rural art museum.

**Table 1.**  
Explanation of the means and standard deviations.

Subject	Average value	Standard deviation
Satisfaction with the current level of management of the village art museums.	3.27	1.321
Satisfaction with current exhibitions at the village art museums.	3.27	1.377
Overall satisfaction with the village art museums.	3.4	1.232

This study is based on a case study on the creation of an innovative cultural management model for rural art museums. This model focuses on cultural innovation and community participation, which enhances the social influence of rural art museums and promotes the inheritance and development of rural culture.



**Figure 6.**  
Averages and standard deviations of satisfaction.

However, based on questionnaires, in-depth interviews, and field visits, the average level of satisfaction with rural art museum management was 3.27, with a standard deviation of 1.321. The average level of satisfaction with having an exhibition was 3.27, with a standard deviation of 1.377. Similarly, the average overall satisfaction with the Have and Average Rural Art Museum was 3.4, with a standard deviation of 1.232. Similarly, the three satisfaction issues can be expressed as shown in Table 1 and Figure 6.

These findings also show that respondents had a moderate level of satisfaction with the management and exhibitions of rural art museums. Overall, satisfaction was slightly higher than that at the management and exhibition levels. However, the overall assessment was still moderate if standard deviations were considered, indicating dispersion in the satisfaction assessment. Similarly, this study provides theoretical support and practical guidance for the strategic management of rural art museums in the southern Zhejiang Province. This study provides valuable insights into rural art museum research across the country. It also opens new perspectives for the study of regional relations within the academic community and increases the depth and breadth of academic discussion.

This study conducted an in-depth discussion on the strategic management of rural art museums in southern Zhejiang Province, aiming to reveal their potential value and practical path to rural revitalization. The research results not only provide a new perspective for the strategic development of local cultural institutions, but also have certain implications for rural revitalization practices across the country. The study revealed that under the guidance of strategic planning, rural art museums can effectively integrate internal and external resources and enhance community cohesion and cultural identity through a variety of cultural and artistic activities. This has been verified in many successful cases, demonstrating the importance of strategic planning in the long-term development of museums. Organizational management and resource allocation are key to ensuring the efficient operation of museums. This study shows that an organizational structure with a clear structure and functions, as well as reasonable and effective resource allocation, is essential for improving the operating efficiency and service quality of museums. In particular, the response strategy in the context of digitalization reflects the importance of modern management.

Market brand building and community cooperation are two important aspects for enhancing the social influence and sustainable development capabilities of rural art museums. Through close cooperation with local communities, enterprises, and other cultural institutions, museums can not only expand their influence but also promote the development of the local economy and achieve a win-win situation of dynamic protection of cultural heritage and economic development. Technological innovation and digital transformation have created new opportunities for the development of rural art museums. The use of modern information technology, such as virtual reality and augmented reality, can greatly enrich exhibitions and services and attract more audience members, especially younger generations.

Finally, the limitations of this study and future research directions are discussed. Owing to time and resource constraints, this study may not be able to fully address all relevant issues and challenges. Future research can further explore how to replicate and promote successful strategic management practices in different regions and cultural contexts and how to evaluate and quantify the effects of strategic management implementation.

## 5. Conclusion

Presenting the strategic management of rural art museums in southern Zhejiang in the context of this revival. The strategic management of this rural art museum involved an in-depth analysis of both the past and the present, and revealed a variety of challenges in the development of rural art museums in southern Zhejiang. However, this challenge has been defined by three objectives: (1) to study and analyze the Southern Zhejiang Rural Art Museum, (2) to synthesize the strategic management of the Southern Zhejiang Rural Art Museum, and (3) to create, propose, and formulate the strategic management of the Southern Zhejiang Rural Art Museum. The study methodology used a mixed approach, with 300 stakeholders from five rural art museums in southern Zhejiang. The sample size group was determined via stratified randomization to ensure consistency and reliability using the following data collection tools: questionnaires, in-depth interviews, and field visits. Descriptive statistical methods, factor analysis, and regression analysis were used for data analysis. Similarly, the strategic management model of the Zhejiang Southern Rural Art Museum can be formulated and put into practice in line with empirical data according to the objectives. An operational manual was developed and divided into 15 main items for the strategic management of rural art museums, focusing on the southern part of Zhejiang Province. The results of the questionnaires, in-depth interviews, and field visits revealed that the average level of satisfaction with the rural art museum management was 3.27, with a standard deviation of 1.321. The average level of satisfaction was 3.27, with a standard deviation of 1.377. Similarly, the average overall satisfaction with the Have and Average Rural Art Museum was 3.4, with a standard deviation of 1.232. However, these findings show that the respondents had a moderate level of satisfaction with the management and exhibitions of rural art museums. If overall satisfaction is considered, it is also found to be slightly greater than the satisfaction with management and exhibitions. This study not only provides insights to support theoretical principles, but also develops a manual and provides practical guidance for the strategic management of rural art museums in southern Zhejiang Province. This insight can also be applied to research in rural art museums across the country. It also opens new perspectives for the study of regional relationships within the academic community. The strategic management of rural art museums in southern Zhejiang in the context of this revitalization has also been found to be very important for regional and national development. However, this study offers the following observations and recommendations for researchers in the academic field.

1. Strengthening strategic planning: Developing and implementing a comprehensive strategic plan to ensure that museum development is consistent with the goal of rural revitalization. Clear long-term goals and short-term action steps as well as strategies for dealing with challenges.
2. Optimizing organizational management: Establishing an efficient organizational management system to ensure smooth museum operations. This includes clarifying the responsibilities of each

department, optimizing the decision-making process, and improving employee capabilities and incentive mechanisms.

3. Reasonable resource allocation: Ensure that the museum has sufficient resources to support its daily operations and long-term development. These include financial, human, and technical resources.

4. By enhancing the market brand influence, the visibility and attractiveness of museums can be enhanced through effective marketing and brand promotion activities. Multiple channels such as social media, partnerships, and local events are used to expand public influence.

5. Deepening community cooperation: Cooperation with local communities should be strengthened to ensure that the museum's activities and services meet the community's needs. Through community participation projects, local residents have become active participants and beneficiaries of museum development.

6. Promote technological innovation: Actively explore and apply new technologies such as digital media and online exhibitions to showcase and disseminate rural art and culture in innovative ways.

7. Cultivate professional talent: Strengthen professional training for museum staff and enhance their professional capabilities in exhibition planning, education promotion, management, and operations.

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