

Discussion on the Coupling Model of Cultural Heritage Protection and Rural Tourism in Ancient Villages

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Abstract: Historically, a large number of rural settlements have been formed. Our ancestors left us abundant ancient rural buildings and folk customs. The distribution of rural tourism resources is not balanced. To a large extent, the ancient architectural style, the original natural scenery and the simple folk customs are preserved. In ancient villages, rural life and local flavor are part of tourism. This paper attempts to analyze the path of the cultural heritage protection of ancient villages and the coupling of rural tourism based on the analysis of the previous studies on tourism landscape. In the current rapid development of the village, paying particular attention to the continuity of the ancient village tourism landscape, inheriting and carrying forward the historical and cultural traditions is the essential requirement of the ancient village tourism landscape design.

1. Introduction

China is an ancient civilization with a long history, and also a big traditional agricultural country. Historically, a large number of rural settlements have been formed, and our ancestors left us abundant ancient rural buildings and folk customs heritage [1]. Rural tourism is favored by tourists and is becoming a new consumption hotspot. The distribution of rural tourism resources is not balanced, among which the ancient villages, after years of baptism, largely retain the ancient architectural style, the original natural scenery and the simple folk customs [2]. China has become a committed country of the UN Convention for the Safeguarding of the Intangible Cultural Heritage. The research and protection of intangible cultural heritage has also become an important part of the building of socialist spiritual civilization.

Many ancient villages in the development of tourism have the contradiction between the protection and utilization of regional culture in the design of tourism landscape. There are many tourist landscape design schemes that ignore the connotation and inheritance of regional culture and affect the overall style of tourism destinations [3]. The state attaches great importance to the protection and development of ancient villages, and rural tourism has received more and more attention as one of the village development methods [4]. Because of the limitation of professional knowledge and the insufficiency of theoretical research, early research on protection focused on ancient residential buildings and village landscape environment [5]. Based on the inheritance and development of regional culture, this paper tries to explore a way to analyze and study the coupling between the protection of cultural heritage of ancient villages and rural tourism on the basis of full analysis of previous studies on tourism landscape.

2. Materials and Methods

The ancient villages have a profound historical and cultural heritage. In the development of tourism, we should strengthen the development of cultural resources and take the road of creative development of tourism culture [6]. China has a large territory and a wide range of regional cultures in the millions of square kilometers. As a tourist cultural resource, ancient villages are not only extremely scarce but also very fragile. In tourism development, it is necessary to protect the ancient residential buildings, maintain the natural ecology and historical and cultural atmosphere. Under certain environmental conditions, the culture will react on the original environment, make it change, create a new environment, and further differentiate the culture.

In some planned villages, the compilation form of village planning is relatively single, and it is not in place in tapping the natural, historical, humanistic and industrial elements of villages. Some villages have planned many times, each with its own emphasis, and are at a loss to implement. Fig. 1 shows the relationship between rural eigenvalues and matter elements.

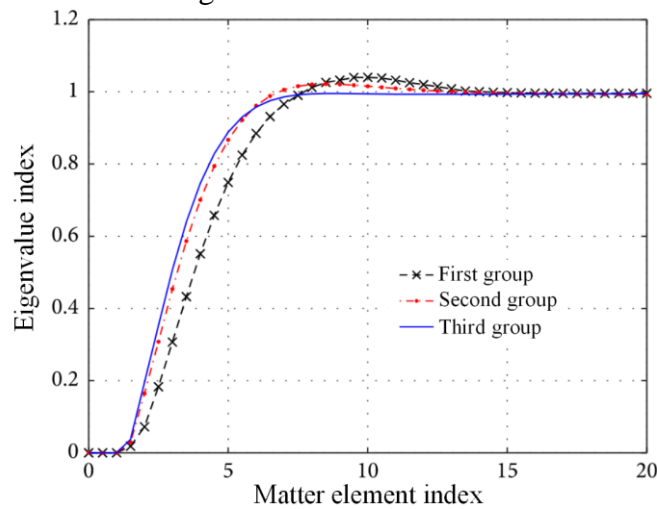


Fig. 1 Rural eigenvalues and matter-element relationships

Ancient village tourism development is different from ordinary rural tourism. It is necessary to pay attention to the protection of ancient buildings and the maintenance of natural and humanistic environments in development, as well as to create tourism culture brands through cultural creativity. The protection of ancient villages is not only a matter of architecture and architecture [7]. Local governments can set up preferential policies in the development of ancient village tourism, attract powerful tourism development enterprises to participate in the development of ancient village tourism, and adopt the development form of collective cooperation with villages.

3. Result Analysis and Discussion

In order to understand the tourism landscape of ancient villages, we must take into account the factors of space and time, and enlarge our horizons. And the macro research method is adopted to observe the tourism landscape under the background of regional culture. Architectural features and folk customs of ancient villages not only embody traditional culture, but also have regional cultural style. The planning and layout of ancient villages has a long history. Any ancient village has its own ecological philosophy. The principle of unity is how to be in harmony with the natural environment. Geographical differences have changed the landscape from form to connotation.

The form and connotation of the tourism landscape also changes with the region. Ancient villages can also participate in tourism resources and share the benefits of tourism development while resettling the employment of villagers. Any scientific research method is not exclusive, but universal. Figure 2 shows the general law of rural development.

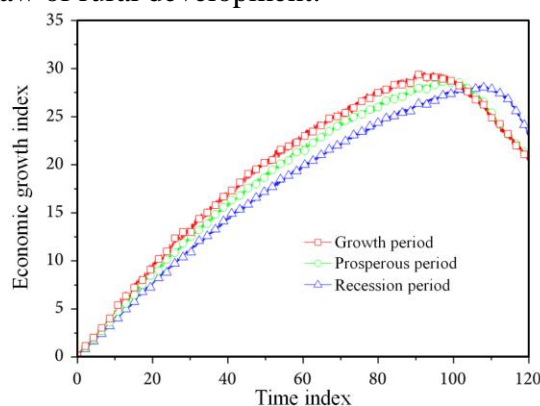


Fig. 2 General rules of rural development

Under the influence of various factors, such as internal and external, the ancient villages have changed with the development of time. To enhance the attractiveness of ancient village tourism, it is necessary to fully explore its cultural resources and firmly establish brand awareness [8]. Judging from the factors of the meeting, with the acceleration of urbanization, people's living standards are improved, and the factory has higher requirements for the living environment. Traditional wooden ancient buildings have been more and more inadequate to meet the needs of modern life. In the current situation of rapid development of villages, we should pay special attention to the continuity of ancient village tourism landscape. Inheritance and promotion of historical and cultural traditions are the essential requirements of ancient village tourism landscape design.

4. Conclusions

The core value of intangible cultural heritage is a spiritual expression. The intangible cultural heritage carries the connotation of the people's living system and behavior norms, and is the basic carrier of the upper and lower inheritance of these connotations. We should strengthen the protection of tourism resources in ancient villages, scientifically evaluate the carrying capacity of tourism environment in ancient villages and make dynamic adjustments. The intangible culture of a particular nation embodies the national character. In the ancient villages, rural life and rural flavors were originally part of the tourism. Planning to involve local residents in the operation and services of rural tourism can not only improve the living standards of local residents, but also enhance the local tourist atmosphere. You can further plan a diverse, hierarchical tour route and try to add more experiential travel projects.

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