

Research on the Protection and Artistic Development of Traditional Villages in Anhui Province in the Context of Integration of Agriculture, Culture and Tourism

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Abstract: With the promotion of rural revitalization strategy, the integration of agriculture, culture and tourism has gradually become an important path to promote the protection and development of traditional villages. As one of the birthplaces of Chinese traditional culture, Anhui Province has many unique historical villages. How to explore the protection and artistic development of traditional villages in Anhui Province in the context of the integration of agriculture, culture and tourism will be an important topic to realize sustainable development. In this paper, we will discuss in-depth from the analysis of the current situation, protection measures, art development path and case studies, aiming to provide practical reference and theoretical support for the future development of traditional villages in Anhui Province.

Keywords: Integration of agriculture; culture and tourism; traditional villages; conservation; art development; Anhui Province

1. Introduction

With the implementation of economic globalization and rural revitalization strategy, rural economy and cultural tourism have gradually become the focus of social attention. Anhui Province, a large agricultural and populous province in China, is rich in traditional villages with rich historical and cultural heritage and unique natural scenery. However, the protection and development of traditional villages face many challenges, such as population loss, ecological environment deterioration, and the disappearance of historical cultural heritage and folk culture.

To cope with these problems, China has proposed a rural revitalization strategy and emphasized the importance of integration of agriculture, culture and tourism. The integration of agriculture, culture and tourism refers to the interpenetration and coordinated development of agriculture, culture and tourism.^[1] It is not only an important way to promote rural economic diversification, but also provides a new platform for the inheritance and protection of traditional culture. Traditional villages in Anhui Province have rich historical value and cultural connotation, how to realize the coordinated development of traditional village protection and art development in the context of agriculture, culture and tourism integration has important theoretical and practical significance.

2. Connotation and current situation of the integration of agriculture, culture and tourism

2.1. Connotation of agriculture, culture and tourism integration

The integration of agriculture, culture and tourism is an emerging economic development model that emphasizes the synergistic development of agriculture, culture and tourism. A real agriculture, culture and tourism integration project should be based on the agricultural industry, tourism and leisure as the form, and local culture as the soul, to explore the deep value of the countryside, and to innovate on the basis of the original countryside. The integration of agriculture, culture and tourism is the integration of industry, which is the process of the agricultural industry crossing the traditional industrial boundaries and changing the industry chain with the culture and tourism industry. At the same time, the intangible

elements of the culture and tourism industry should be applied to the agricultural industry across its industrial boundaries, and the corresponding functional modules should be innovated.^[2] This model not only pays attention to the improvement of economic benefits, but also pays more attention to ecological protection and cultural inheritance. By integrating agricultural resources, cultural resources and tourism resources, the sustainable development of rural economy can be realized.

2.2. Current situation of agricultural, cultural and tourism integration in Anhui Province

2.2.1. Policy support

Anhui provincial government has responded positively to China's rural revitalization strategy by introducing a series of policies and measures to support the development of agricultural, cultural and tourism integration. These policies not only encourage farmers to participate in the tourism industry, but also promote the participation of enterprises in rural construction and economic development. Anhui Province has established China's first provincial-level new farmers' association since October 2023, which has attracted 400 members, with an average age of 38, covering new industries and business forms such as agricultural tourism, cultural creativity and rural e-commerce. The association has promoted the integrated development of agriculture, culture and tourism by integrating resources, building platforms, conducting training and financial support, and has become a new force to help the comprehensive revitalization of the countryside.^[3]

2.2.2. Industrial Base

Anhui Province is rich in agricultural resources, such as rice, tea, vegetables and fruits, and its agricultural infrastructure is gradually improving. Meanwhile, Anhui is rich in cultural heritage, including Huizhou architecture, traditional handicrafts and folk culture, which provides a good foundation for the integration of agriculture, culture and tourism.

2.2.3. Tourism Resources

Anhui is rich in tourism resources, such as Huangshan, Jiuhua Mountain, Hongcun, Xidi and other scenic spots attract a large number of tourists. Combining local agriculture and culture, a new business format with rural tourism as the core has been formed, which has promoted farmers' income increase.

2.2.4. Mode Exploration

The integration of agriculture, culture and tourism in Anhui Province has explored a variety of cooperation models, such as cooperation between farmers' cooperatives and tourism companies to carry out agro-tourism and agricultural experience activities. In addition, some traditional villages have begun to interact with tourists through the development of B&Bs and agri-homes, enhancing the visitor experience.

2.2.5. Technology Application

With the development of information technology, Anhui Province has also begun to apply digital technology in the integration of agriculture, culture and tourism, such as online publicity and smart tourism, which improves the convenience and experience of tourism.

2.2.6. Shortcomings

As a province with unique culture and rich natural resources, Anhui Province, the integration of agriculture, culture and tourism has made some progress in recent years, but still faces some challenges in actual operation, including lagging behind in the construction of infrastructure, unsystematic planning, unstandardized management, shortage of talents, and pressure of competition in the market, etc. How to effectively integrate the resources and improve the overall competitiveness is the key to future development.

3. Characteristics of traditional villages in Anhui Province

3.1. Architectural Characteristics

Anhui traditional villages are dominated by Huizhou-style architecture, with typical Huizhou-style buildings including horse-head walls, white walls and black tiles, and beautifully carved wooden windows, etc. These architectural styles are unique and embody local architectural art and history and culture.

3.2. Cultural Characteristics

Anhui Province is one of the important cultural birthplaces in China, and traditional villages contain rich historical and folk cultures, including ancient sacrificial customs, traditional festivals, local operas, etc., which profoundly reflect the local cultural heritage. Traditional villages are usually based on family and blood relations, with close relationships between villagers and strong community cohesion. Collective activities and festivals in villages enhance residents' sense of belonging. In traditional villages, local culture is well preserved and inherited, including folk art, handicrafts and local cuisine, forming distinctive local characteristics.

3.3. Natural Environment

Anhui has a warm climate, abundant rainfall and fertile land, which is suitable for the growth of many kinds of plants and animals, with many biological resources and a good ecological environment. The world's most endemic wildlife, the Yangtze crocodile and the albino dolphin, are found in the Yangtze River basin in Anhui. At present, the province has established eight national-level nature reserves and 33 provincial-level nature reserves. The area of artificial forestation for the year was 18.8 thousand hectares.^[4] Most traditional villages are situated on mountains and surrounded by beautiful natural scenery, and the combination of beautiful natural environment and unique architectural style has formed a livable living space.

3.4. Agricultural Resources

Anhui Province is a large agricultural province, and traditional villages are usually surrounded by rich agricultural resources, such as rice, tea, fruits and vegetables, etc. These agricultural resources provide a guarantee for the villagers' life and a basis for the integration of agriculture, culture and tourism.

3.5. Tourism Potential

With the promotion of rural revitalization and the integration of agriculture, culture and tourism, traditional villages in Anhui are gradually being valued and have great potential for tourism development, attracting more and more tourists to come and experience traditional culture and rural life.

In conclusion, traditional villages in Anhui are famous for their unique Huizhou architecture, rich folk culture and beautiful natural scenery, and have unique characteristics in culture, architecture, natural environment and community life. The villages preserve a large number of ancient buildings, cultural relics and sites and intangible cultural heritage, such as Hui Opera and folk handicrafts. These traditional villages are not only carriers of history and culture, but also important places for local residents to live, providing an important basis for the protection and transmission of local culture.

4. Case Analysis

4.1. Hongcun

Hongcun, a traditional village in China, is located in Hongcun Town, Yixian County, Anhui Province, with a village area of 19.11 hectares. It was built in the Shaoxing period of the Southern Song Dynasty (1131-1162), and in 2000, the ancient villages in Southern Anhui, represented by Hongcun, were inscribed on the World Cultural Heritage List of UNESCO^[5].

The ancient architecture of Hongcun is Hui-style architecture, and there are more than 140 Ming and Qing Dynasty houses in Hongcun. The Hui-style architecture emphasizes that the houses are covered with wood, brick and stone carvings, the horse-head walls are for fire prevention, and the patio serves as a water reservoir when it rains. Hundreds of residential buildings in Hongcun from the Ming and Qing dynasties are typical Huizhou-style buildings, which are known as "Museum of Ancient Residential Buildings". The site selection, layout and architectural form of the entire village emphasize the ideal of unity between man and nature, respect for nature and use of nature, so that the overall outline of the village is harmonized with the topography, landforms, landscape and other natural scenery^[6].

In recent years, Hongcun Town insists on promoting the transformation and upgrading of the tourism industry, continuously optimizing the service function, improving the tourism environment, creating new types of business, and realizing the integrated development of agriculture, culture and tourism led by the

rural operation.2023, the town, the village company operated a total of 47 projects to achieve the operating income of 7.02 million yuan^[7]. Hongcun Town grasp the key node of cultural tourism consumption upgrade, exploration, innovation tourism performance, cultural and creative products, such as secondary tourism consumption mode, through the creation of “Hui system set”, “Alina pizza coffee shop”(as shown in Figure 1) and a number of creative benchmark stores 16. The innovative operation of the “Hongcun Haagen-Dazs Cultural Ice Cream” program and the all-media operation of the “Meet Hongcun” media account have fully demonstrated the youthful friendliness and openness of Hongcun.



Figure 1: Austrian Amin, owner of Alina's Pizza coffee shop, opens “Hongcun English Corner”

Hongcun, known as “China's Painted Countryside”(as shown in Figure 2), has a long history, rich culture, beautiful environment and excellent ecology. In recent years, new industries such as tourism, sketching and photography, film and television creation, outdoor sports, leisure and health care have become the main industries of local economic development.



Figure 2: Lu Village, Hongcun Town (Photo by Yalei Shi)

4.2. Xixinan Ancient Village

Xixinan Village is located in the western part of Huizhou District, Huangshan City, Anhui Province, with a history of 1,200 years and a resident population of nearly 4,000, and is a traditional village in China, a beautiful leisure village in China, a key village for national rural tourism, a key demonstration village for beautiful villages in Anhui Province, and a famous village for characteristic landscape tourism in Anhui Province. 2024 “May Day” holiday, Xixinan Village actually received 150,000 tourists, and the total amount exceeded that of Huangshan Scenic Area, with a comprehensive income of 25 million yuan.

In 2024, Xixinan Village received 150,000 tourists, more than the total number of visitors to the Huangshan Mountain Scenic Area, with a comprehensive income of 25 million yuan, and by the end of May 1, the cumulative number of tourists received exceeded 600,000, more than the total number of visitors in 2023, and the total number of tourists received in 2023 exceeded the total.

As a traditional ancient village in China, Xixinan was once a place of Chinese classical private gardens, and nowadays it retains more than 100 buildings of the Ming and Qing Dynasties, as well as the world's irrigation heritage of Huizhou dams and other historical relics. The rich culture and beautiful ecology of the traditional ancient villages have become the biggest feature of Xixinan's rural tourism development (as shown in Figure 3). In order to retain this ancient charm, the local government constantly promote the protection and utilization of traditional villages in a centralized and continuous, the implementation of ecological restoration of ancient villages, ancient buildings and other projects to protect the single, seeking a balance between “protection” and “innovation”, the restoration of ancient buildings and ancient homes More than 80 places, effectively protect the village status quo and historical culture.

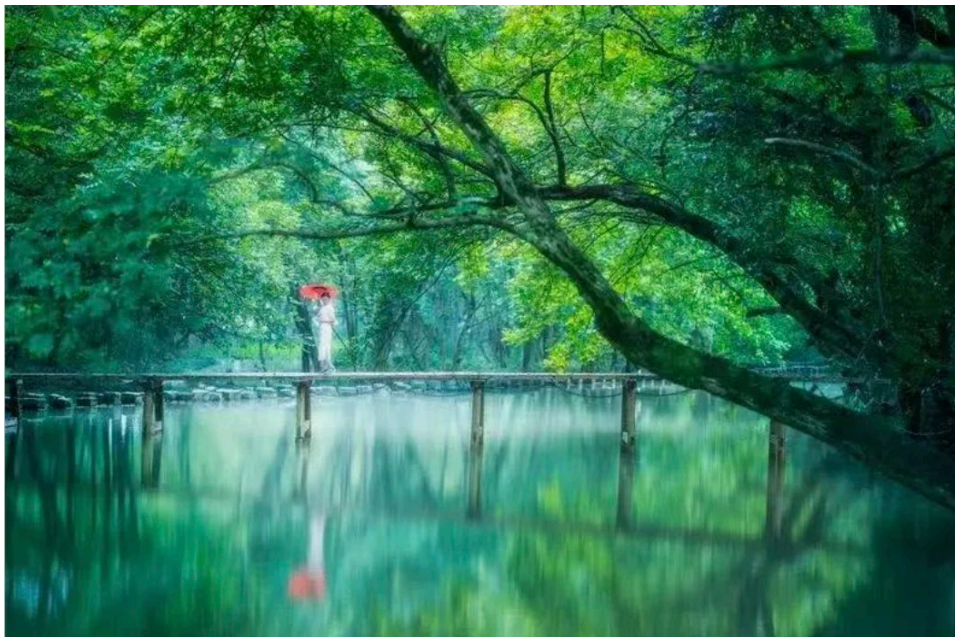


Figure 3: Xixinan Village (Photo by Ancient Huizhou Cultural Tourism Zone)

Xixinan Village in recent years based on cultural heritage, strengthen the creative elements to attract a number of entrepreneurs to return to the countryside to invest in the establishment of special B&B, art space, cafes, etc., these “new villagers” to bring different aesthetics, resources, creativity into the countryside, culture, tourism, aesthetics, etc., in the intersection of this, activating the rural culture and tourism industry. Insisting on openness and order, presenting a comfortable experience of tolerance and creativity, a number of thematic activities have been launched, and a number of new rural spaces integrating the experience of agriculture, culture, tourism and sports have been formed. According to statistics, since 2017, Xixinan Village has cumulatively attracted nearly 100 innovative and creative talents from the north, Guangzhou, Shenzhen and other places, built a study base, designer exchange center, etc., built 71 various types of bed and breakfasts, absorbing local entrepreneurship and employment of more than 400 people, and the total annual tourism output value is more than 40 million yuan^[8].

Relying on beautiful landscapes and heavy humanities, Xixinan Village closely follows the development trend of personalized culture and tourism, and uses fashionable, youthful and contemporary expressions to make history and culture develop together with the times and further promote the development of rural tourism.

5. Conservation and Artistic Development Strategies

5.1. Traditional Village Conservation Strategy

5.1.1. Strengthening policy guidance

The government can formulate relevant policies for the protection of traditional villages and encourage localities to actively participate in the protection of villages. The level of protection and protection measures for villages should be clarified, and the responsibilities of various departments in protection and development should be clarified. A special fund can be set up for the protection and restoration of traditional villages. On this basis, improve the monitoring and evaluation mechanism for the protection of traditional villages. Regular inspections and assessments of the protection of villages are conducted to ensure the effective implementation of protection measures.

5.1.2. Strengthening community participation

Encourage villagers to participate in the process of conservation and development, and raise people's sense of identity and responsibility for traditional culture. Training, publicity and cultural activities can be carried out to enhance community cohesion and raise villagers' awareness of conservation, so as to make people aware of the value of traditional culture and promote its transmission.

5.1.3. Promoting the integration of industry, academia and research

Introducing traditional culture courses in schools to enhance students' understanding and recognition of local culture. Training courses in traditional skills are organized to train inheritors and successors. Encourage universities and scientific research institutions to participate in the research and protection of traditional villages and provide theoretical support for practice. Through cooperation between schools and enterprises, promote the transformation of scientific research results into practical applications.

5.2. Art Development Strategies

5.2.1. Development of ecotourism

Utilizing the natural resources around the villages, ecotourism is carried out to attract tourists and protect the environment at the same time. Ecotourism not only increases villagers' income, but also raises people's awareness of environmental protection.

5.2.2. Enhancing the cultural experience

Conducting cultural tourism activities to attract tourists to experience the culture and art of traditional villages and to enhance their popularity and influence. Design a series of cultural experience programs rich in local characteristics, such as folk festivals, folk performances, traditional handicraft production, etc., so as to enable tourists to gain a deeper understanding of local culture.

5.2.3. Development of creative industries

Supporting artists to create works in traditional villages, incorporating local culture, and promoting the development and sale of art works. Encourage the development of creative industries, such as cultural and creative products and handicrafts, by utilizing traditional crafts and incorporating the cultural characteristics of traditional villages, so as to provide villagers with new sources of economic income and promote the development of the local economy.

5.2.4. Enhancement of network promotion

Utilizing modern technological means to record and display the cultural heritage of traditional villages, and producing virtual reality (VR) and augmented reality (AR) products to enable more people to understand and experience traditional culture. Promote traditional villages through social media and online platforms to attract the attention and participation of young people.

6. Conclusions

The integration of agriculture, culture and tourism provides new opportunities for the protection and development of traditional villages in Anhui. Through effective policy guidance, community participation and cultural tourism innovation, the inheritance of traditional culture and the sustainable development of local economy can be realized. In the future, it is necessary to continue to strengthen the

research and practice of traditional villages to provide strong support for the realization of the rural revitalization strategy.

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