

Economics Research on the Protection and Activation of Traditional Villages Based on Rural Revitalization Strategy — Taking Yunshantun Village, Anshun City as an Example

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Abstract: Rural cultural revitalization is one of the most important parts of the rural revitalization strategy; the key to rural revitalization lies in rural economic revitalization; the use of rural cultural heritage to develop rural economy is an important direction of future development. This paper takes the development status of Yunshantun Village, Qianqiao Town, Xixiu District, Anshun City, Guizhou Province, China as the research objects. Under the background of China's rural revitalization strategy, this paper analyzes its development difficulties and opportunities, and studies the revitalization path and economic development direction of Chinese traditional villages.

Keywords: Rural economy, Rural heritage conservation, Rural revitalization

1. Introduction

The rural revitalization strategy is one of China national strategies published in the 19th National Congress of the Communist Party of China on October 8th 2017, which provides guiding opinions on rural development from three aspects: economy, culture and social governance. Among them, rural economic revitalization and rural cultural revitalization are the most important components of the rural revitalization strategy. On April 29, 2021, the Rural Revitalization Promotion Law of the People's Republic of China was adopted at the 28th Session of the Standing Committee of the 13th National People's Congress and entered into force on June 1, 2021. This national strategy will be supported and protected by legislation. Since then, the rural revitalization strategy has become a key guideline guiding China's social development.

After hundreds of years of ideological evolution, the international community gradually deepened the understanding of heritage, expanded the scope of protection gradually, with the transition of the process from "Cultural Relics Protection" to "Cultural Heritage Protection". China is also exploring ways to protect rural cultural heritage. The protection of China's rural cultural heritage began with the amendment of the Law on the Protection of Cultural Relics in 2002. The Notice on Strengthening the Protection of Cultural Heritage issued in 2005 marked the beginning of the Tangible Cultural Heritage and Intangible Cultural Heritage in China. The concept of heritage has constructed a new protection system for cultural heritage.

The third National Heritage Survey, which started in 2007, will include historic buildings, traditional houses and Embankment and canal weir Vernacular heritage, as a separate category, made an investigation and inventory of the architecture of the ancient village and listed part of important cultural relics buildings as national protected cultural relics protection site, which included the realm of protection of cultural relics protection law.

The Urban and Rural Planning Law of the People's Republic of China promulgated in 2007 further established the protection system of historic and cultural villages. The Regulations on the Protection of Historic Cities, Towns and Villages promulgated in 2008 (Historic City/Town/Village Protection) make the protection system of Historic cities, towns and villages formally established in the form of administrative regulations. As of December 21, 2020, the Ministry of Housing and Urban-Rural Development and the National Cultural Heritage Administration have jointly announced a total of 487 famous villages of Chinese history and culture in seven batches. In 2022, the General Office of the CPC Central Committee and The General Office of the State Council issued the "14th Five-Year Plan for

Cultural Development" to further promote the integrated development of culture and tourism, which closely links tourism with cultural heritage protection and provides new ideas for the development of tourism economics.

From the significance of the national development strategy, the protection of China's built vernacular heritage is an important practice of the rural revitalization strategy. In addition to its cultural significance, the preservation of built vernacular heritage is basics for developing the rural culture economy. Only by raising villagers' income can rural culture develop for a long time. From the significance of cultural heritage protection and intangible cultural heritage protection, the countryside is the carrier to carry China's folk intangible cultural heritage, and the protection of rural cultural heritage is an important cornerstone of the protection of Chinese culture.

From economics, rural tourism is the main way to develop rural tertiary industry. The key point of rural revitalization is to develop rural economy. Based on this, taking Yunshantun Village, Qianqiao Town, Xixiu District, Anshun City, Guizhou Province, China as an example, this paper explores the development and protection paths of Chinese ancient Villages, modes of rural cultural heritage protection and modes of revitalizations of rural cultural heritage. The aim of studying how to use rural culture to develop rural economics is to provide feasible strategies and suggestions for future rural development in China and even the world.

2. Status quo of Yunshantun Village

Yunfengtunpu is located in Qianqiao Town, 18 kilometers south of downtown Anshun. It was built in the early Hongwu of Ming Dynasty (1369). In order to pacify the remaining Yuan forces in Yunnan-Guizhou, Zhu Yuanzhang set out from the Jianghuai Plain to invade Yunnan with 300,000 troops. After the war was pacified, to consolidate the achievements of the Yunnan War, and to maintain long-term peace and stability in southwest ethnic minority areas, Zhu Yuanzhang ordered the south army along the Yunnan-Guizhou Post Road stationed in place, according to the system of military open up wasteland. The families of the soldiers moved to Anshun, Pingba and other areas of Guizhou Province, where they have been bred to this day[1]. They have integrated the local minority culture with the Han culture in Jianghuai area during the Ming Dynasty, forming the world's unique Tunpu, Tunpu human and Tunpu culture.

There are eight independent villages in Yunfeng Tunpu, collectively known as Yunfeng Eight villages, of which Benzhai and Yunshantun are the most core villages. In 2001 and 2005 Benzhai Village and Yunshantun were rated as "National Protected Cultural Relics Site" and "Historic Village of Chinese History and Culture" respectively by The State Council(City/Town/Village). Yunshantun was recognized as "the largest and most complete Tunpu cultural village community in the early Ming Dynasty" by Guinness in 2000. In 2014, Yunfeng Scenic Spot won the title of national 4A Level scenic spot[2].

Guizhou Tourism Investment Holding (Group) Co., Ltd., established in November 2012, is the only large-scale state-owned enterprise specializing in Tourism Investment and operation in Guizhou Province. Guizhou Tourism Investment Group is mainly engaged in cultural tourism, tourism trade, tourism real estate three main businesses, focusing on promoting the industrialization and high-quality development of Guizhou tourism. Yunfeng Tunpu Scenic Spot in Anshun City, Guizhou Province, was established on December 3, 2004 and acquired by Guizhou Tourism Investment Group in 2014. Guizhou Anshun Yunfeng Tunpu Tourism Investment Development Co., Ltd. Is established.

3. Current development path of Yunshantun

Yunshantun is now relying on tourism to expand the development of traditional villages, and Guizhou Tourism Investment Group is fully responsible for the development of Yunshantun Scenic area. Yunshantun main tourists for the Anshun City local citizens outing or Guizhou Province tourism individual tourists. There are also artists who stay in the village for a short period of time. The retail industry, catering industry and homestay in the village are all based on the development of tourism. Residents have no other local income. The development of the scenic spot is managed by the Scenic Spot development company, and villagers have no equity, low sense of participation and no management authority.

4. Problems faced by Yunshantun Village

4.1. Multiple management

Firstly, as an independent administrative village, Yunshantun Village has a village committee responsible for the administration of civil affairs. Secondly, as A famous historical and cultural village in China published by the Ministry of Housing and Urban-Rural Development, its construction, restoration and planning are subject to the "Regulations on the Protection of Famous Historical and Cultural Cities, Towns and Villages"[3]. Thirdly, the whole area of Yunshantun Village is A national 4A scenic spot. Guizhou Anshun Yunfeng Tunbao Tourism Investment and Development Co., Ltd. management, follow the scenic area management measures. The complex examination and approval of the renovation of historical dwellings is not conducive to the protection of dwellings.

In multiple management mode, although the scenic spot development funds are invested by the government, the management regulations are complicated, the self-governance efficiency of villagers is low, and the government staff and village-level organizations lack professional management level. The development company conducts its businesses based on the development of scenic spots, but not on the revival of traditional villages. It only pays attention to the reconstruction and repair of traditional villages, ignoring the original historical and cultural deposits of traditional villages, and it is difficult to make scientific planning.

Second, social forces are hard to engage. Because the protection of traditional villages involves a wide range of areas and is highly professional, some social forces can only provide financial and human support, and it is difficult to fully understand and explore the unique diversified value of traditional villages scientifically, so it is difficult to participate in the protection and development of traditional villages. Finally, the villagers are difficult to supervise. The protection of traditional villages mainly relies on the power of the government and its relevant departments, and the village committees and villagers rarely have the opportunity to participate in it. As a result, the villager plays a weak supervisory role, the protection consciousness is weak, and the activation of traditional villages lacks endogenous power.

4.2. Single industry and serious hollowing

Subject to the scenic spot protection ordinance and the regulation of protection the historical and cultural city town village and as a famous historical and cultural village and 4A scenic spot in China, Yunshantun Village cannot build industrial facilities such as factories. In order to protect the natural features, the agricultural land was acquired by the scenic spot and the planting was stopped. As a result, the villagers in Yunshantun Village could not get income from farming, and only got income from tourism and a small amount of agricultural handicrafts.

The loss of the source of income from farming caused a large number of villagers to migrate to cities and towns, and the houses in the village were abandoned. In 2001, there were more than 100 households in the village, and most of them were three-generation households. In 2022, there were less than 20 permanent residents in the village, and most of them were left-behind elderly people living alone. The problem is that the dwellings built and renovated in the village since the Ming Dynasty are gradually abandoned, and there is no production and living practice, and the village gradually lacks vitality.

4.3. Inadequate living conditions

As a famous historical and cultural village, Yunshantun Village was built in 1369. The wooden structure is the main structure, which retains the construction method of Ming Dynasty, but it cannot meet the needs of modern life, so the residential houses should be restored as old as old. Especially after the loss of arable land, a large number of villagers migrated to cities and towns to buy houses and settle down. The dwellings in the villages remained empty for a long time, which aggravated the decay of their wooden brick and tile structures and eventually caused the destruction and collapse of the dwellings.

In his book *Discussion on Science of Living Environment* by Wu Liangyong, it proposed that the purpose of living environment is to create a sustainable and pleasant living environment, which is divided into five systems (natural system, human system, social system, living system and support system). Stations have all been constructed. The scenic spots have complete guiding measures. Now, Yunshantun Village has a superior natural system. It uses the Ming Dynasty ruins and retains the historical style of the Ming Dynasty military fortress. The mountains and rivers are all natural landscapes. The supporting system is superior. Municipal roads, tap water, national power grid, Internet and 5G base station have all

been constructed. The scenic spot has complete guiding measures, but the mountain scenery hinders the transportation of materials, and materials in the village depend on human transportation.

But the social system, the human system, the inhabitant system have all regressed to some extent. First of all, the villagers moved to make Yunshantun village of social system, human system, residents do not have enough staff support, since the Ming dynasty, Yunshantun village has been turned into a small commodity market, relying on the Yunshantun cloud griffin village temple congregation and massive passenger flow, village shops along the street lined with, but after urbanization, not only local residents abroad, nature erosion is serious, traditional culture is not inherited, festivals and folk activities can not be held, without enough residents, there will be no enough social system, human system and resident system.

5. Economic development strategy and revitalization path of Yunshantun Village

5.1. Agriculture development to promote the activation of village agriculture

The essential attribute of villages lies on agricultural civilization with agriculture as top priority. Agriculture and its derived farming culture are the basis of maintaining villages. Therefore, traditional agriculture and new agricultural forms are integrated in the development mode, traditional farming knowledge is used to develop new agriculture, distinctive agricultural brands are created, and agriculture, sightseeing, vacation, leisure and tourism are developed as one of the new agricultural forms.

Maintaining the original ecological characteristics of villages, making full use of land resources, and maintaining the production landscape of villages. Tilling is one of the natural landscapes in rural areas. The land resources of traditional villages, such as paddy fields, dry fields and barren fields, are transferred in a scientific and reasonable way, and the ridges and ditches of fields are repaired to present an orderly rural landscape. Yunshantun Village due to the resumption of agricultural production, so that the villagers have new farmland, restore military fortress style[4].

5.2. Linking other resources to promote the activation of village tourism

Traditional villages are different in natural resources and human resources. In addition, we should fully tap the available resources of villages, design tourism development plans around the nature and culture of villages, and reflect forms and contents different from those of general rural tourism in terms of development mode, scenic spots management, business philosophy, product development, marketing means and service content, so as to achieve dislocation development.

Yunshantun Village is the practice base of the School of Urban Planning of Guizhou University. The well-preserved architectural features of the Ming Dynasty in Yunshantun Village are valuable academic cases, as well as living specimens of Chinese architectural art, which provide a research basis for the study of ancient architecture of the Ming Dynasty and the construction methods of ancient architecture. The natural scenery and historic buildings add beauty to each other and provide rich resources for artistic sketching. Joint agreements with various art schools can be signed to provide conditions for students to practice.

5.3. Focus on diversification and coordination to accelerate talent revitalization in traditional villages

5.3.1. Giving full play to the leading role of the government

The government acts from top to bottom in the activation and protection of traditional villages, and the government plays an important role in the activation of traditional villages. We will improve the government's discussion and decision mechanism for major issues, issues and work of traditional villages, and combine financial support with strategic development. We should adhere to the unity of thought, concept, confidence, professional knowledge, technology and development strategy through the combination of external and internal common development to achieve the goal of self-sustainable development. Although Yunshantun Village is currently managed, there is no professional traditional village protection and development plan, and it is only managed as a tourist scenic spot. The government should make reasonable development plans for it in accordance with the development law of natural villages.

5.3.2. Stimulating the subjective consciousness of villagers

Villagers are the main participants in the construction, renovation and construction of traditional villages. Only with the participation and support of villagers can various affairs of village development be implemented smoothly. The concept of village-centered activation should be established, the consciousness of rights of villagers should be cultivated, and the rural feelings of villagers should be strengthened, so that they can realize that the village is the heritage of their ancestors and voluntarily devote themselves to the practice of building their hometown. In addition, training courses can be held for villagers to provide technical guidance on production and help them increase their income so that they can live in the area for a long time without having to go out to earn a living. Let the villagers participate in the village and scenic area management.

5.3.3. Encourage local talents to start businesses back home and trigger catalyst effect

The concept of Urban Catalysts was proposed by American scholars Wayne Atton and Donn Logan in 1989 in the book "Urban Architecture in America: Catalysts of Urban Design." It originally meant the positive impact of a single urban building or scheme on successive schemes. The catalyst effect of local talents is the role model brought by outstanding talents in the crowd. When an outstanding talent returns home to start a business, it brings new ideas and development models, which then influence other villagers to consciously and unconsciously imitate and learn, and finally achieve self-generated development.

As guardians of excellent traditional culture, new villagers should take nostalgia and nostalgia as the link, rely on the platform of the council of villagers, the council of villagers and the Council of villagers to participate in and integrate into the process of the activation of traditional villages. Improve the mechanism of villagers' interests expression, form an overall linkage work situation, and create a good atmosphere for new villagers to participate in the construction of their hometown.

5.3.4. Activating cultural connotation to promote the revitalization of traditional village culture

Culture is the core value of villages, and the cultural activation of traditional villages is not a simple return, but a creative transformation and innovative development to give full play to the charm of traditional villages. The key to rural revitalization is to arouse the attention to the folk culture of villages, protect and make good use of intangible cultural heritage, promote the reconstruction of cultural space, protect the ecological environment, and realize the ecological revitalization and ecological livable of traditional villages. The development concept of a community of life in mountains, rivers, forests, fields and lakes should be established to point out the direction for ecological and environmental protection of traditional villages. Therefore, protecting the ecological environment has become the first mover advantage of rural revitalization. As a traditional village built in the Ming Dynasty, Yunshantun Village not only has ancient architecture groups, but also has traditional folk activities and intangible cultural inheritance, such as "Wang-work sacrifice", "Anshundi drama", "batik", "embroidery" and other traditional culture. Its Anshun play was selected.

5.3.5. Maintaining the original ecological characteristics of villages

To repair old residential buildings and maintain village architectural landscape. In order to make villagers willing to stay and tourists willing to stay, the principle of "repairing the old as the old" is implemented for old residential buildings. Local materials are used and the least and most natural artificial intervention is used to protect and utilize villages as much as possible, so as to ensure the original taste of traditional villages. Follow the characteristics of landscape, maintain the natural landscape of the village. In order to avoid the homogeneous phenomenon of "a thousand villages on the same side", we should focus on exploring the characteristic natural landscape, and integrate the natural characteristics of mountains, waters, villages and people with the characteristics of folk customs and humanities, so as to form a complex spatial form integrating mountains, water, villages and people.

5.3.6. Comprehensive development and revitalization of the economic environment

First of all, government departments should strengthen top-level design, actively create an institutional system for the protection and governance of village ecological environment, implement the supervision responsibilities of different departments, and unify monitoring standards and technical specifications. In addition, we should actively cultivate multiple supervision subjects, fully explore the potential of other subjects in the supervision process of village ecological and environmental protection, and promote the marketization process of village ecological and environmental supervision, so as to make up for the absence and inefficiency of government supervision. The activation of traditional villages is an important link in the implementation of rural revitalization strategy.

Industrial revitalization is the material basis for rural revitalization. We should tap into the regional characteristics of traditional villages, give full play to the advantages of rural resources, innovate the mode of integrated industrial development, and attract talents to return home. Talent revitalization is the key to rural revitalization. Only by giving full play to the comprehensive strength of the government, villagers, new local talents and social organizations can traditional villages endure. Cultural revitalization is the value guide of rural revitalization. The rich cultural resources of traditional villages should be actively utilized, and publicity efforts should be expanded. Ecological revitalization is an important support for rural revitalization.

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