

# On the spatial evolution and activation path of traditional villages under the strategy of Rural Revitalization

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**Abstract:** In order to help the development of traditional villages and avoid the loss of traditional villages with cultural characteristics in the development, based on the perspective of Rural Revitalization Strategy, this paper takes a traditional village as an example to study its spatial evolution trend. It is proposed that the macro reform of policy and the innovation of productivity are the main influencing factors of the development of traditional villages under the Rural Revitalization Strategy. This paper expounds the spatial evolution of traditional villages from four stages: the development stage of production period, the development stage of development period, the development stage of maturity period and the development stage of decline period. This paper puts forward the activation and development path of traditional villages in two aspects: the activation and revitalization of traditional village characteristic industries, the protection and inheritance of traditional village architectural culture and style. In this way, it can help the sustainable construction of villages, realize the effective inheritance of traditional culture, and implement the targeted poverty alleviation for rural self-employed households.

**Keywords:** Rural Revitalization Strategy; Traditional Villages; Spatial Evolution; Activation Pathway; Characteristic Industry; Architectural Culture;

## 1. Introduction

Traditional villages are mainly villages with regional culture, art, economy and value formed in an earlier period in the sustainable development and construction of society. With the promotion and assistance of Rural Revitalization and development, the number and scale of China's existing traditional villages show a decreasing trend year by year. According to the survey data of relevant market units, as of 2000, the number of naturally formed traditional villages in the market exceeded 3.6 million, and by 2010, the number of naturally formed traditional villages had sharply decreased to 2.7 million [1]. In just ten years, the number of traditional villages has plummeted by 900000, indicating that an average of 100.0 villages decline or disappear every day in the market. Therefore, from the perspective of Rural Revitalization Strategy, this paper will take a traditional village as an example to study its spatial evolution trend, and on this basis, put forward the corresponding activation path, so as to realize the comprehensive promotion of rural construction and rural economic development.

## 2. Influencing factors of traditional village development under the strategy of Rural Revitalization

The development of traditional villages in society presents a certain periodicity. In this process, different factors have different effects on the development of villages. In the in-depth study of its development, it is found that the reform of rural productivity and the innovation of production technology are one of the main factors affecting the development of villages. In the development stage of rural farming culture, a large number of manual operations are replaced by mechanical operations, and the increase of crop output has realized the provision of sufficient food and material foundation for the group and contributed to the development of rural industry [2]. In the middle of the 20th century, intelligent technology replaced labor, and a large number of labor were idle, resulting in farmers being forced to work in cities, and the loss of population caused the "hollowing out" of rural development. Therefore, based on the analysis of essence, the change of productivity is one of the main reasons for the decline of villages.

In order to help the development of traditional villages, local governments and local township committees jointly issued a comprehensive development strategy for Rural Revitalization, which improved the existing development model from a policy perspective [3]. However, most of the policies are superficial in their implementation. In the initial intervention stage, such policies will play a positive role in the development and construction of villages. However, with the gradual implementation of the reform work, the blank content of some policies directly interferes with the construction of villages. Therefore, the macro-control of policy is also one of the main factors affecting the development of traditional villages.

### 3. Spatial evolution of traditional villages under the strategy of Rural Revitalization

According to the information provided by the rural government and the existing market data, this paper analyzes the spatial effective growth rate and hollowing rate of traditional villages in different historical stages, matches the analysis results with the development stage, and obtains the evolution process of traditional village space under the Rural Revitalization Strategy. As shown in Figure 1 below.

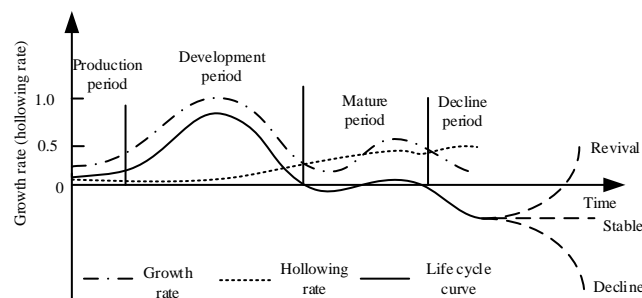


Figure 1: Evolution process of traditional village space under the Rural Revitalization strategy.

As can be seen from Figure 1 above, the evolution of traditional village space has experienced four stages. According to the available data, in the development stage of the village in the production period, the overall space construction shows an increasing trend, but the growth rate is slow, and the scale of the formed village is relatively small. Only some rural areas with better living conditions have idle houses. However, due to the superior soil environment and water source environment around the village, it provides better conditions for the construction and development of subsequent villages.

The second stage is the development stage. With the increase of village population and scale, some small villages began to spread rapidly along the water flow and both sides of the valley, showing a banded development trend [4]. According to the statistics of relevant data, the hollow growth rate of traditional villages at this stage is the fastest in the historical stage, and the peak can reach 0.8, that is, the scale of space and population growth is significant.

The third stage is the mature stage and the development stage. After the development of the previous stage, the basic space and pattern of most villages have taken shape. At this time, the villages began to be renovated, and 3-4-storey residential buildings replaced bungalows. In order to meet the urbanization needs of rural residential groups, the surrounding space has been continuously expanded. Although the traditional village covers an increasingly large area, the development of the village has initially shown a slow trend due to the unreasonable use of land resources.

The current stage is the decline stage and the development stage. After 2000, a large number of young people and labor force in the countryside fled, and only the elderly were inconvenient to go out and stayed in the village. Although a large number of houses are idle and land resources are abundant, some infrastructure is neglected due to the outflow of young labor force, and finally shows a serious decline trend.

## 4. Activation path

### 4.1. Activation and revitalization of characteristic industries in traditional villages

In order to activate the development of traditional villages, we should start with the construction of

characteristic agricultural products in rural areas. The primary work in this process is to increase the construction and development of traditional village agricultural industry, do a good job in the rational management of agriculture, and clarify the direction of industrial development and construction [5]. According to the existing land resources, carry out the scientific planting of agricultural products, and provide an effective way for the full implementation and promotion of the Rural Revitalization Strategy through the planning and scale of agricultural production.

At the same time, we should integrate the existing agricultural resources in traditional villages, take the characteristic tourism industry as the guide or carrier, and realize the targeted poverty alleviation for individual farmers in the process of village construction in accordance with the methods of "enterprise driven village", "enterprise rural development coordination", "Capital Rural interaction", etc. On this basis, increase the network planning in village construction, add online sales and purchase channels of regional agricultural products, and provide diversified services for social groups in need. And encourage more young people to participate in Rural Revitalization and economic assistance, so as to realize the precise assistance to individual farmers and the activation and revitalization of characteristic industries in traditional villages in the implementation of Rural Revitalization Strategy.

#### **4.2. Protect and inherit the architectural culture and style of traditional villages**

In addition to the above-mentioned activation strategies, special protection and increased publicity can also be used to inherit the architectural culture and style left over from traditional villages. According to the document "qualification standard for market value of traditional villages", this paper comprehensively evaluates the market value of villages from the perspective of intangible cultural inheritance, so as to make villages become an intangible asset in society. At the same time, it is necessary to make clear that the construction and development of villages carry the wisdom and essence of local farmers and groups. Therefore, it is necessary to combine traditional villages with their specific geographical location and social environment conditions to preserve their cultural characteristics on the basis of building, so as to continue the artistic value of regional architectural culture.

On this basis, we should increase the excavation of the cultural and artistic value of village buildings, invest reasonable human and financial resources, and carry out the accurate rush repair of ancient buildings, so as to rejuvenate the style of the village on the basis of ensuring that the culture has the original style.

### **5. Conclusions**

In view of the decline of traditional villages, even if local governments and township committees have invested a lot of funds and human resources in the construction and transformation of villages, it is obvious that the relevant work has not achieved significant results in this work, and a large number of villages still die out in social succession. In order to maintain the existing traditional villages in the society, we should adopt reasonable revitalization strategies according to the construction and development needs of different villages, activate the villages, revitalize the regional culture, and realize the overall revitalization of rural development.

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