

Protection and Utilization of Cultural Heritage in the Development of Traditional Village Tourism

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Abstract: Heritage and historical landscapes in traditional village tourism are important witnesses of past times and sources of local spirit, as well as important factors for territorial and economic development, and cultural heritage conservation has now become an increasing challenge. The purpose of this paper is to explore the study of sustainable development of Chinese traditional villages in tourism development and to analyze the conservation and utilization of cultural heritage in sustainable development.

1. Introduction

1.1 Background

In the context of rural revitalization strategy, historical relics and heritage sites have become an important channel to enhance economic benefits, making the issue of tourism development in traditional villages and the protection and utilization of cultural heritage a hot topic nowadays[1]. Cultural heritage is all the spiritual and material wealth created by a nation, country or group in the process of social development, and is a kind of compound heritage integrating natural, cultural and intangible culture, including tangible cultural heritage and intangible cultural heritage[2]. As the crystallization of human production and life in the historical period, cultural heritage has witnessed the social and historical changes, and is an important carrier to inherit the history and culture and maintain the national spirit.

1.2 Significance

Traditional villages are generally defined as villages that were formed earlier and are relatively intact, and have high values in history, culture, science, art, society, and economy. Cultural heritage is a comprehensive discipline that studies the value, conservation and utilization of the tangible and intangible cultural heritage proper and its environment. Traditional villages formed in different historical eras [3], different regions and different ethnic groups carry a large amount of regional ethnic cultural information and are valuable resources of tangible cultural and intangible cultural heritage[4]. Based on this, the investigation of the relationship between the protection and

utilization of cultural heritage in the development of traditional village tourism is very relevant: to improve the industrial structure of traditional villages, to expand the cultural tourism products of traditional villages, to improve the ecological environment of traditional villages, to improve the economic income of local residents, to ensure the diversified development of traditional villages, and to inherit and develop the sentiment of local culture[5].

2. Development Status

China's vernacular cultural resources are rich and valuable [7]. At this stage, the current situation related to the protection and utilization of cultural heritage in the development of traditional village tourism is becoming more and more prominent: traditional village dwellings with strong local characteristics are gradually replaced by cement tile houses; the population of villagers in traditional villages has declined sharply, village historical relics, ruins and relics, exhibitions and museums are unattended; traditional villages have a serious image of branding, resulting in "one side of a thousand villages The traditional villages have a serious image of "one side of a thousand villages", and the original appearance of the traditional villages and part of the cultural heritage are seriously destroyed. The protection and utilization of cultural heritage is an important way to inherit national sentiment and to comprehensively build traditional villages, which should be strengthened to protect and utilize the cultural heritage with regional characteristics [6].

3. Development Issues

In the development process of traditional village tourism, there are still many other problems, such as house demolition and reconstruction work, land acquisition work, etc. The tourism development of traditional villages can be optimized and improved in an all-round and systematic way through tourism resources, related industries, ecological environment and public services in a certain area to achieve organic integration of resources and industrial integration, which can drive the economic and social development of traditional villages, better protect and utilize cultural heritage, and then help villages achieve the goal of revitalization.

(1) Lack of infrastructure: The facilities and service standards of traditional villages are not perfect, and there are generally many old buildings in disrepair. In some remote areas, due to the relatively harsh natural environment and complex and changing climate, infrastructure maintenance requires huge human and financial resources.

(2) Lack of human resources: Although there are more historical relics in traditional villages, funding is relatively tight, professional and technical personnel are relatively scarce, especially lacking excellent talents with good professional skills. Moreover, the problem of low quality of staff, low service consciousness and poor working attitude is common. In some remote areas, the staff only cares about receiving tourists without considering providing high-quality services[7].

4. Development Strategy

The development of tourism in traditional villages is a "double-edged sword", which brings certain economic and social benefits when promoting the "inheritance" of traditional village cultural heritage, but its authenticity is sometimes destroyed. Therefore, only by trying to strike a balance between conservation and utilization can we truly achieve effective protection of traditional village cultural heritage[8].

4.1 Create a characteristic brand

Fully integrate the natural conditions and characteristic resources in traditional villages, bring into play the characteristics of cultural heritage in traditional villages, create a characteristic brand, deepen the characteristic tourism experience of tourists, and drive the development of local tourism industry [9].

4.2 Protecting original authentic villages

When maintaining or renovating traditional villages, the characteristic resources of traditional villages should be reasonably utilized, focusing on preserving and protecting the original characteristic environment of traditional villages themselves, and improving the infrastructure of traditional villages on the basis of protecting the ecological environment of traditional villages[10]. At the same time, create a multi-cultural brand, adopt different conservation methods such as maintenance, repair, reconstruction, relocation, etc. to protect cultural heritage, increase the investment in cultural heritage protection and development and utilization, reasonably carry out economic exploitation, bring into play the value of historical and cultural heritage, and comprehensively revitalize regional historical and cultural heritage[4].

5. Conclusion

The tourism development of traditional villages cannot be separated from the participation of cultural heritage, without historical and cultural heritage, the tourism development of traditional villages will lack vitality. There are both certain contradictions and common features between the protection and utilization of cultural heritage and the tourism development of traditional villages, and they are interdependent and inseparable. traditional village tourism development for the protection of cultural heritage has a greater positive role in promoting, but also has a greater negative constraints on the impact.

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