

Research on the Development Strategy of Traditional Tourism Villages from the Perspective of Symbiosis Theory—Take Anhua Village in Shaoxing City as an Example

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Abstract: With the accelerated development of urbanization, traditional villages have gradually become marginal areas in the process of urbanization, and the contradictions between cities and traditional villages have become increasingly intensified. As a new research theory, symbiosis theory has been applied to many disciplines such as biology and economics, and it has also been widely applied in the process of village planning, mainly in the reconstruction planning of urban villages and villagers' living places in villages, etc. However, there is still a lack of research on the planning and reconstruction of traditional villages under the guidance of tourism. Anhua Village in Shaoxing, as a model of traditional villages in Shaoxing City, integrates the commonness and individuality of village tourism. Taking Anhua Village as an example, this paper explores the development possibility of symbiotic strategy between village construction and tourism development based on the three elements of symbiotic theory, namely, symbiotic unit, symbiotic mode and symbiotic environment.

1. Introduction

In the current era of accelerated urbanization, urban saturation has increased rapidly, and urban problems such as insufficient land use, traffic congestion, and overpopulation inevitably appear in cities. In order to relieve the pressure of cities, the revitalization plan has been put on the agenda of the 19th National Congress of the Communist Party of China. Traditional villages themselves retain rich cultural inheritance, but also inherit the unique artistic value and social value of villages. Therefore, as a new means of rural revitalization, rural tourism plays a unique role in promoting rural development [1].

2. Analysis of the Status quo and Problems of Anhua Village Based on the Three Elements of Symbiosis

2.1. Overview of Anhua Village

Anhua Village is located in the north of Anchang Town, under the jurisdiction of Anchang Street, Keqiao District, Shaoxing City, Zhejiang Province. It is adjacent to Xiying Village to the east, Huashe Street to the south, Haiyan Village to the west, and Anchang Ancient Town to the north. There are a total of 460 households in the village, with a population of 1277 and 68 party members [2]. The entire village covers an area of 2.8 square kilometers, including 770 acres of grain arable land, 1342 acres of mountain forest, and 14 acres of tea gardens.

2.2. Current Situation and Problem Analysis of Anhua Village

In terms of symbiotic units, the people left in Anwar Village are elderly or young children, many of the houses are uninhabited, and there is no new economic activity. The houses inside the village are also dilapidated, with some of the houses' internal structures, exposed, doors and windows without tight closures, broken and chipped windows, and tiles falling off the roofs from time to time. The interior space of the house is also relatively dark, ventilation and lighting are bad, the space layout is not planned, and the layout is chaotic [3].

In terms of symbiotic environment, the main interests in the process of village protection and renewal are divided into villagers, government, developers, and tourists, and there is no reasonable symbiotic relationship between the four interests.

In terms of symbiotic mode, first of all, tourism and agriculture have developed to a certain extent, but the two industries have not established a symbiotic relationship. Secondly, the public welfare cemetery near the village has not been actually developed, and the cemetery is kept away from the residents' activities, losing the potential economic benefits of the cemetery.

3. Anhua Village Renewal Planning Strategy Based on Symbiosis Theory

3.1. Deploy the Symbiotic Unit of the Village

3.1.1 Optimize the Living Environment and Promote the Harmonious Coexistence between the Interior Space and the Environment

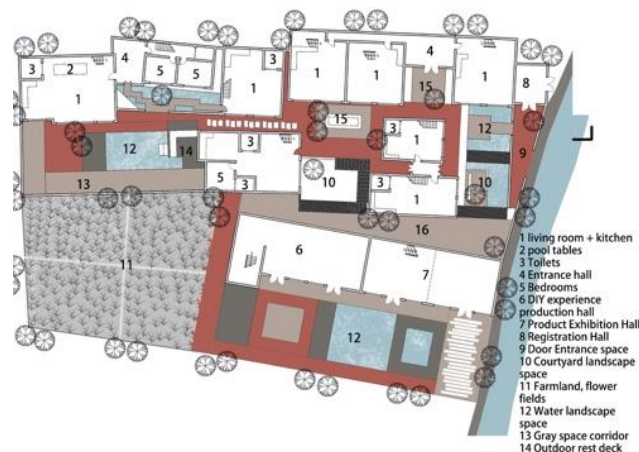


Figure 1: Building interior transformation of the first floor (self-drawn by the author)

Most of the buildings in Anhua Village are traditional double-storey buildings, wooden frame buildings, and most of them are dangerous buildings. The renovation of village buildings should combine the needs of villagers and tourists for internal functions and living space, use the local characteristics of flower fields as the theme, and each room is different as the theme of the flower house, and attract tourists from all over the world to experience diversified accommodation. (Figure 1, Figure 2) By setting up diversified public facilities, tourists can have a variety of rural experience spaces [4-5].

3.1.2 Retain the Architectural Characteristics of the Original Village and Optimize the External Facade of the Building

Traditional village buildings have their own strong historical charm and architectural style. The transformation of village building facades should also be based on the original style, and reasonable transformation should be carried out on the doors and windows, roof, shading systems, and platform position of the building facades. The facades of the buildings in Anwar Village are mostly concrete walls, with many cracks, and the internal structure of some walls is also exposed [6]. Therefore, the external wall should be transformed on the basis of its original structure. Taking one of the civil houses as an example (Figure 3), the original continuous wall should be broken on the facade, the position of the opening window and platform should be redetermined, the eaves and platform should be added and fences should be arranged, and the wooden elements should be added beside the holes of the doors and Windows to enhance the color vitality of the façade [7].



Figure 2: Part of the building interior renovation of the second floor (self-drawn by the author)

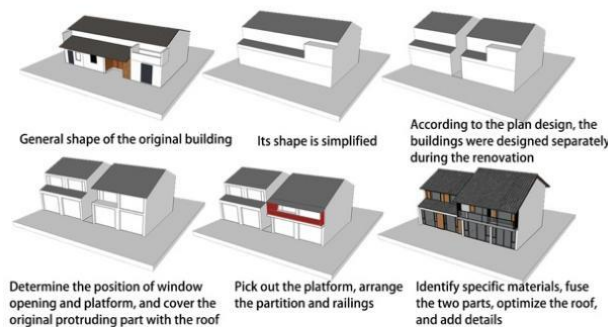


Figure 3: Example of facade reconstruction of a civilian house (self-drawn by the author)

3.2. Optimize the Symbiotic Environment of Villages

On the basis of symbiosis theory, the whole village should form a community model of interest. In the process of village protection and renewal, the interests of the main body are divided into villagers, government, developers, and tourists, and the formation of a reasonable distribution of interests is the guarantee of village development [8-9]. In order to meet the needs of different kinds of tourists, four different apartment types can be set up, which are single-family homestay, small high-end family homestay, small group homestay and single-family youth homestay, which is convenient for tourists to better choose and live. (Figure 4) While stimulating the sense of belonging and participation of villagers, it can also increase the income from diversified capital sources to realize the symbiosis and sustainable development of traditional villages [10-11].

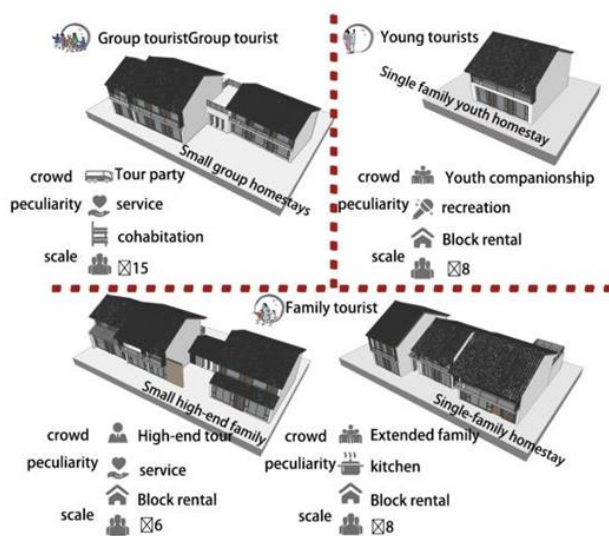


Figure 4: Four types of homestays (Self-drawn by the author)

3.3. Improve the Symbiosis Model of Villages

3.3.1 Flower Field as the Theme, Broaden the Tourists' Diversified Experience Activities

The various varieties of flowers in the flower field and the stream wetland will be turned into a tourist town with crop ecological experience integrating flower planting, flower picking, wetland experience, dried flower production and sales, and lake landscape light. Designers extract types of flowers to decorate the homestays, and each homestay has its own type of flowers. Operator should build an Internet e-commerce sales platform, through the combination of online and offline, establish a series of production, sales, transportation industry chains, and increase the symbiotic links between each symbiotic unit and interest subject [12-13].

3.3.2 Improve the Resources of Village Public Welfare Cemetery and Explore the Economic Potential of the Village

The construction of rural cemeteries should not only meet the needs of the dead, but should serve the living more. By arranging vegetation, pavements, pool, and other landscape elements in the cemetery, a natural and pleasant rural cemetery landscape can be formed [14]. Some spiritual recuperation places can also be added to the cemetery site, and some spiritual counselors can be added to provide spiritual guidance to the visitors. Create a relaxed and quiet cemetery atmosphere for living. The ecological environment of the cemetery should also be protected and restored,

starting with the coverage of green plants and the creation of water sources, improving the coverage rate of green space, planting shrubs, jungles, flower fields, etc., to build the ecological construction of the cemetery [15-16]. In addition, the combination of the cemetery with tourism and agriculture can also provide economic benefits for the development of Anhua village. The abandoned land around the cemetery will be reorganized and planned for tourism and folk custom viewing, giving the cemetery local characteristics, and combining with the actual development of agricultural flower fields in Anhua Village, attracting tourists to visit the cemetery with the integration of sightseeing, planting, picking and purchasing. The development of the cemetery should not be blindly followed. Only by identifying the positioning of Anhua Village, analyzing its advantages in agriculture and tourism, and absorbing local culture, can a symbiotic effect of spirit, ecology, and industry be established [17].

4. Conclusion

The focus of traditional tourism villages is to plan the symbiotic relationship between tourism and agriculture, combine the coordination of ecology, production, and life, and consider the renewal and protection of traditional villages from a global perspective with the symbiotic support of the four stakeholders, to realize the symbiotic development of villages in all aspects. Based on the analysis of the three elements of symbiosis, this paper analyzes the current situation of Anhua Village and puts forward development strategies for the symbiosis development of Anhua village according to the three elements of symbiosis environment, symbiosis unit and symbiosis model.

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