

A Study on the Synergistic Development Strategy of Traditional Village Protection and Tourism Development — Taking Xiyang Ethnic Yi as an Example

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Keywords: Traditional villages; Tourism development; Collaborative development

Abstract: Traditional villages are the "living fossils" of China's rural culture, and they are a valuable and non-renewable asset because of their long history and rich natural and cultural resources, as well as a carrier of Chinese cultural identity and our common cultural memory. However, with the ever-changing technology and modern urbanized lifestyle, traditional villages are facing serious destruction and extinction, and the number of traditional villages is rapidly decreasing in recent years. The protection of traditional villages has become an important issue of general concern for all sectors of society. In this paper, through an in-depth study of traditional villages, we take Xiyang Ethnic Yi as an example, and make full use of local resources to protect traditional villages through tourism development in order to alleviate the current dilemma faced by traditional villages, with a view to finding a set of synergistic development strategies for other traditional villages to learn from.

1. Introduction

UNESCO adopted the Convention concerning the Protection of the World Cultural and Natural Heritage (hereinafter referred to as "the Convention") in 1972 and inscribed the ancient villages of southern Anhui Province (Xidi and Hongcun) in Huangshan City, Anhui Province, on the World Cultural Heritage List in November 2000. In order to realize the cultural protection of traditional villages. As of 2018, there are five batches of 6,819 villages listed in the list of traditional villages in China, and with the promotion of the rural revitalization strategy, the current governments around the country have also increased their attention to traditional villages and strengthened their protection strategies. The implementation of tourism development in traditional villages, making full use of local natural and cultural resources, has become the first choice of many local governments to promote industry and economy through tourism development, and to promote the symbiosis of culture and traditional preservation, so as to achieve the synergistic development of both.

2. Concept definition

2.1 Traditional villages

Traditional villages, also known as ancient villages, are formed a long time ago, have rich natural and cultural resources, and have certain historical, cultural, artistic, economic and social values [1]. Traditional villages are rich in historical information and cultural landscapes, and are the greatest legacy of our agricultural civilization. The attributes of traditional villages are cultural heritage, and there are currently 6,819 of them nationwide. At the same time, traditional villages are a valuable heritage of the nation and a non-renewable and potential tourism resource.

2.2 Tourism development

Tourism originally is a very broad industrial system involving numerous. The tourism in this paper is relatively narrow and targeted, and the tourism development mentioned in this paper is mainly for the local natural and cultural resources of traditional villages to form an industrial scale, and integrate a series of business activities that can become a tourist attraction to attract tourists to visit and thus drive local industrial development, economic growth and promotion of special culture.

2.3 Synergistic development

Synergistic development means coordinating two or more different resources or individuals to collaborate with each other to accomplish a certain goal and achieve a win-win effect of common development. The theory of synergistic development has been identified by many countries and regions in the world today as the basis for achieving sustainable social development. The meaning of synergistic development in this paper refers to the symbiotic promotion through traditional village conservation and tourism development.

3. Synergistic development of traditional village protection and tourism development

3.1 Synergistic development follows the principles

3.1.1 Digging deep into the value of traditional cultural heritage

The greatest value of traditional villages should be the rich and valuable cultural heritage they contain. The accumulation and historical precipitation done by the old ancestors make many cultural heritages shock the world and have an irreplaceable and important role in the development and dissemination of our culture [2]. Therefore, we should fully explore the cultural heritage of traditional villages, study their cultural value and role in depth, and maximize the value of the cultural heritage of traditional villages. The traditional culture with Chinese characteristics will be excavated and shown to the world through the in-depth study of traditional villages. Therefore, in the synergy between the protection of traditional villages and tourism development, it is necessary to strengthen the use of the commercial advantages of tourism development to dig deeply into these cultural heritages, and to discover, proclaim and pass down the cultural values.

3.1.2 Preserve the original characteristics of traditional villages

With the impact of modern civilization, a large number of villagers continue to pour into the towns, they are not only gradually civilized, modernized and more and more open in their thinking, at the same time a large number of villagers have earned a certain amount of money working in the towns, due to a combination of factors, many villagers choose to return to their hometowns to build new houses, and because of the influence of urbanization thinking and modern architecture, the new houses are mostly more modern style buildings, only a small number of villagers choose to repair the original ancient houses or build new houses that still maintain the original style and characteristics. As the most obvious feature of traditional villages, ancient architecture, in a sense, is the name card of the village, is the carrier of the cultural heritage of the traditional village, should be highly protected attention, for the destruction of traditional village architecture or intended to let the modern building drown the ancient architecture behavior should be introduced policies and measures to stop or even punish. In addition, the customs and festivals of traditional villages need to be encouraged by the national or local governments to continue to survive.

3.1.3 Principle of symbiosis

"Habitat and humanity" must be built around the core subject of tourism behavior - the "tourist" to build a humanistic tourism development concept system. In the synergistic development is to ensure the symbiosis between the protection of traditional villages and tourism projects. The symbiosis of tourism resources, including natural resources and natural resources, natural resources and cultural resources, cultural resources and cultural resources between the symbiotic phenomenon, the most important thing is to achieve a symbiotic mutual benefit with the protection of traditional villages.

3.2 Play the function of multiple subjects

3.2.1 Play the function of government

As a carrier of Chinese cultural heritage, traditional villages are the target of national and governmental attention and protection of traditional villages is also the obligation of local

government. The government should not only make relevant laws and regulations to protect traditional villages, but also give certain incentives or subsidies to promote the development of tourism in each traditional village, and give various forms of encouragement, subsidies and policy support to enterprises that help protect traditional villages and tourism development. The implementation of all-round scientific planning and support.

3.2.2 Play the role of enterprises

Enterprises are the main body of tourism development and have more flexible and innovative business minds compared with the government, so they should make full use of their strengths to give full play to the synergistic development of traditional village protection and tourism development, and in the process of tourism development of traditional villages, they must pay attention to communication and exchange with villagers. Industry, both scientific and reasonable and have certain local characteristics, but also the recognition of the local villagers.

3.2.3 Play the function of villagers

The villagers are the masters of traditional villages, and the collaborative development will also change the environment in which the villagers live, and the villagers are also the beneficiaries. Compared with other subjects in the collaborative development, the villagers are the ones who know the most about the traditional villages and are the most indispensable subjects. The cooperation of villagers will directly affect the outcome of the whole development. Therefore, villagers should actively understand the relevant policies and activities, actively cooperate, and put forward reasonable and scientific suggestions as masters, participate in the village conservation and tourism development projects, and help the government and enterprises to build the village into a traditional village tourism mecca with ethnic characteristics.

3.2.4 Play the role of tourists

Although tourists are not directly involved in the synergistic development of traditional village protection and tourism development, they are direct participants who can witness the development, and in a way, tourists are also beneficiaries [3]. Although tourists cannot participate in the construction, they have a pivotal role in the protection of traditional villages and the continuity of tourism. Therefore, tourists need to improve their own quality, care for cultural relics, do not paint the monuments, to ensure a civilized tour, and not to do acts that are detrimental to the protection of traditional villages.

4. Study on the synergistic development of Xiuyang Ethnic Yi

4.1 The conservation value of the three traditional villages in Xiyang Ethnic Yi

Xiyang Ethnic Yi is one of the two minority townships in Jinning District, Kunming. The township's preserved wooden villages and Taiban villages were included in the second batch of the Chinese Traditional Villages List on August 6, 2013; and the large swinging clothes villages, Lei Rongzi Village, Duck Ta Dian Village, and Yiziger Village Committee were included in the third batch of the Chinese Traditional Villages List on November 17, 2014. Most of the traditional villages in the township have the unique flavor of the Yi and Hani ethnic groups, including the traditional village of Yiziger, which is known as the "Hometown of Dinosaurs," a small section of the ancient tea-horse road, the typical three-dimensional climate of the community, and the unique natural landscape of the township with its distinctive ancient buildings, unique mountains and forests, and neat terraced fields. It has great conservation and development value.

4.1.1 Historical and cultural value

As a class of cultural resources, ancient villages have high historical and cultural values. As a product of historical development and evidence of the progress of the times, it conveys historical and cultural information in two dimensions: time and space, and ancient villages record the various social practices and achievements of people in various historical periods in order to survive. Interpretation

of ancient villages allows us to interpret the development trajectory of human history and civilization, allowing visitors to deeply experience the changes in the village [4].

4.1.2 Scientific research value

As a product of the development of human history and civilization, ancient villages are the root bases of various academic studies, research and test bases for topics such as family origins, religious evolution, village formation, talent education and genetic relationships. Ancient village is the previous knowledge and application of the laws of things and their essence, and has a very high research value.

4.1.3 Economic value

As a cultural resource, ancient villages have a very high economic value, which is mainly shown in the economic value of tourism. The most critical object for the development of tourism industry in ancient villages is the cultural consumers who pursue spiritual culture. In each different region. Because of the different natural, geographical and calendar background outside them, the ancient villages show different cultural characteristics.

4.2 The current situation of the development of traditional villages in Yiyang Ethnic Yi

The Yiyang Ethnic Yi currently has six villages included in the list of traditional Chinese villages, so it can be said that the entire countryside is extremely valuable for development, which of course is also the focus of attention by the local government and the strong support of developers. At present, Xiyang Ethnic Yi has completed the construction of a small stone plate river in a sitting heritage museum, "dinosaur country" is also the initial planning completed; in the Xiyang Township cultural museum placed in the dinosaur bone replica (it is said that the real thing has been transferred to the Yunnan Museum); small stone plate river is also last year began large-scale planting of mangoes, dragon fruit and passion fruit and other special fruits; at present The first season of mangoes is expected to be harvested in October this year, making every effort to create a "fruit township"; in addition, old trees and antiques that are more than a century old are gradually being identified and listed for protection, making it easier for visitors to come and sightsee. The construction of the red revolutionary base of the guerrilla war in the village of preserved wood was completed two years ago, and both the meeting place of the guerrillas and the former residence of the people's government of Neijiu district have been confirmed by the location and the restoration of related cultural relics and buildings, and are being opened to tourists nationwide.

But at present due to the "hollowing out" caused by the extreme lack of young people in the village, for the real operation of the tourism development project is slow, the project implementation process due to the lack of professional personnel and lead to some design of the tourism embodiment link is difficult to carry out, in addition, due to the inadequacy of funding, resulting in some of the larger costs of the building or heritage restoration work on hold.

4.3 The development strategy of traditional villages in Xi Yang Ethnic Yi

The protection of traditional villages. For the traditional village, itself is a feature, ancient buildings, old farming tools, 100-year-old trees and thousand-year-old wells are rare regeneration of cultural relics, so the first task of the protection of traditional villages is to protect and restore these buildings, cultural relics and trees, so that they can restore the original characteristics and make the preservation time more long.

The development of traditional village industries. The protection of traditional villages cannot only rely on outside help and policy support. It should be supported by endogenous forces. We need to find local industries suitable for the development of traditional villages, so as to drive the local economy and revitalize local natural resources. Traditional village tourism development needs to be innovative, "wine is not afraid of the alley deep" is not quite suitable for the current era of information globalization and accelerated modernization, so for the traditional villages of great value and industrial richness need to have a connection channel and channels, the traditional villages will be publicized, the industry will flourish. The development of local tourism will not only bring in tourists

from outside, but also better expand local industries [5].

4.4 Deficiencies and prospects

Due to the influence of urbanization, China's "urban-rural dual structure" is remarkable, which makes a large number of young laborers from traditional villages move to cities and towns, resulting in the "demographic hollowing out" of traditional villages, which in turn has a great impact on the development of local resources and the operation of tourism projects. This has a great impact on the development of local resources and the operation of tourism projects. In the protection of traditional villages, many villagers who have been working abroad for many years cannot understand and cooperate well because of their emotionally distant feelings towards their hometowns; in the development of tourism industry, since the participants are mostly middle-aged and old people who are relatively solidified, slow to accept new things and lack of innovation ability, the tourism projects are slow to promote and the investment needs are large.

5. Conclusion

In order to promote the in-depth implementation of rural revitalization strategy, according to the spirit of some documents pointed out: Traditional villages, as characteristic rural areas, are groups with relatively rich resources and more valuable heritage in the rural revitalization strategy, and have certain identifiable and developable characteristics, whether they are agricultural specialties or ethnic specialties. In June 2019, the General Office of the Ministry of Natural Resources issued the Notice on Strengthening Village Planning for Rural Revitalization, which clarifies that village planning is a statutory plan, and as a carrier of traditional cultural heritage --Traditional villages should be more highly protected by the state and local government by issuing relevant documents policies or measures, and it becomes an efficient and feasible way to drive the local special industries through the vigorous development of tourism and execute the protection of traditional villages so as to help the rural revitalization strategy.

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