

Research on the Revitalization Strategy of Traditional Village Scenery

Linlin Wang^{1,2}, Ersong Zhang³

¹Fuyang Institute of Technology, Fuyang, Anhui 236031;

²Maharakham University, Maharakham, Thailand 44150;

³Fuyang Hongyi Culture Media Co. Fuyang, Anhui 236031

ABSTRACT

Under the impact of urbanisation, traditional villages are facing problems such as ecological destruction and hollowing out, and the protection and revitalisation of traditional features and culture are particularly important. The revitalisation strategy should respect and inherit the cultural roots, pass on intangible cultural heritage in a living state, and promote industrial integration and diversified development. Specific measures include the regeneration of cultural symbols, the modern reconstruction of local cultures, and the creation of vibrant rural public spaces, aiming to protect traditional villages while promoting the transformation and upgrading of the rural economy and cultural heritage.

KEYWORDS

traditional villages; landscape revitalisation; local culture; strategies; cultural symbols

1 Introduction

Under the onslaught of the torrent of urbanisation, traditional villages are in deep trouble and are faced with many challenges. The deterioration of the natural environment has put the ecological balance in jeopardy and seriously damaged biodiversity. The hollowing out of villages has severed the bonds of community. Young people have left their villages, leaving behind the elderly and empty streets, leaving behind endless loneliness and desolation. Constructive destruction, at the expense of neglecting the precious value of traditional features, causes irreparable regret. The disappearance of culture has stripped traditional festivals, folk customs and handicrafts, which carry deep historical memories, from the rich and colourful real world, which makes people sigh with regret. In this context, the revitalisation of traditional villages is particularly important. It is not only the restoration and protection of material cultural heritage, but also the inheritance and promotion of spiritual culture.

2 The significance and core objectives of revitalisation

"Static protection" cannot give traditional villages real vigour. Although traditional villages often attract the public with their unique architectural style and rich historical and cultural resources, uncontrolled development will bring about the loss of authenticity, cultural marginalisation and difficulties in industrial operation. The revitalisation of traditional villages is not a simple reproduction of the past, but a cultural awakening and rural revival. Its core objective is to root in

the traditional cultural soil and show a new scene of the village with a beautiful modern life. By integrating the natural, cultural and social resources of villages, giving full play to the industrial linkage effect, making full use of rural industries and activating every corner of the countryside, the material and intangible heritage of traditional villages can be preserved and inherited in the process of utilisation, and the transformation and upgrading of the rural economy can be promoted.

When the characteristic industry really integrates into the texture of the village, and brings positive feedback loop, the village gradually becomes a place where people aspire to be, and more and more people come for sightseeing, tourism and investment, and new cultural elements are continuously integrated to make the culture of the village more colourful. However, we should also be soberly aware that the construction of speciality industries is not always smooth, and homogeneous competition may make the industry lose its halo. Therefore, it is necessary to focus on differentiated development in the construction of the industry, and deeply explore the unique culture of each village to ensure that it plays a positive role in the revitalisation process of traditional villages.

3 Analysis, promotion and limitation of the relationship between village construction and traditional villages

An in-depth exploration of the complex intertwining of rural construction and traditional villages, where the driving force and potential limitations are like twins, together shaping the future of the countryside. With the deepening of modernisation, people are increasingly aware of the unique value of local culture. As an important carrier of cultural diversity, traditional villages, with their unique architectural styles, folk customs and handicrafts, have become hot spots attracting outside attention and investment. More and more villagers are beginning to realise the importance of protecting traditional villages and developing rural tourism. Sages and villagers actively participate in the planning and implementation process of rural construction, putting forward their opinions and suggestions, forming a good situation of government guidance and villagers' participation^[1]. The awakening of self-awareness has injected new vitality and power into rural construction. However, in the process of pursuing economic benefits, excessive commercialisation of villages has occurred, resulting in the destruction of the original cultural atmosphere and lifestyle. At the same time, in order to meet the market demand, some villages blindly imitate other successful cases, ignoring their own characteristics and advantages, resulting in a situation of homogeneous competition^[2]. This not only weakens the attractiveness of traditional villages, but also goes against the original intention of village construction. Traditional villages are often closely connected with the natural environment, and the unique natural landscape and ecological environment is one of the important factors to attract tourists^[3]. However, in the process of village construction, how to balance the relationship between ecological environmental protection and development and utilisation has become a difficult problem. Over-exploitation may lead to ecological destruction and environmental pollution, while over-protection may limit the development space of rural economy.

4 The main influencing factors for the revitalisation of the traditional village landscape

4.1 Respect and pass on the cultural roots of the countryside

Rural construction is not only the transformation and upgrading of physical space, but also the

comprehensive reconstruction of social structure, economic model and even cultural ecology. Traditional buildings and folk customs are an important part of rural culture, carrying the memories and stories of the countryside. The principle of "protection-oriented and rational use" is the bottom line that must be adhered to in the construction of villages and the revitalisation of traditional villages. The revitalisation of rural landscape is not only a simple copy of tradition, but also requires innovation on the basis of inheritance. The historical and cultural heritage of villages should be fully respected and protected, and the destructive effects of excessive commercialisation and disorderly development should be avoided. Through refined management and innovative use, the historical value of traditional villages can be organically combined with modern functions.

4.2 Living transmission of intangible cultural heritage

Intangible cultural heritage is the soul of traditional villages, and living heritage is an indispensable part of village revitalisation. Holding cultural festivals, traditional handicraft displays, folklore performances and other activities allow tourists to experience the charm of village culture up close, and also inspire villagers to have a sense of identity and pride in their own culture, thus consciously participating in the protection and inheritance of intangible cultural heritage^[4]. Make full use of modern scientific and technological means, such as digital recording and network dissemination, to further expand the influence and dissemination of intangible cultural heritage.

4.3 Industrial integration and diversified development

Industrial integration and diversified development play an important role in rural construction and the revitalisation of traditional villages. Through the introduction of new industries such as ecological agriculture, rural tourism and cultural creativity, new economic vitality has been injected into traditional villages. At the same time, villagers make use of their own resources and advantages to develop small and micro-industries, such as speciality farming and handicraft production, so as to realise local employment and entrepreneurship.

5 Micro-activation strategies deepened

5.1 Regeneration of cultural symbols

In the process of revitalising the landscape of traditional villages, in-depth excavation and clever integration of regional cultural symbols is the key to enhancing the characteristics of the village and the sense of identity of the residents. Through art installations, murals, sculptures and other forms, historical stories, folklore legends, traditional handicrafts and other elements can be incorporated into public spaces and architectural details. For example, sculpture clusters themed on local legends can be set up at entrances or important nodes of villages, which not only beautify the environment, but also let tourists feel the deep cultural heritage of the villages during their visits. Encourage villagers to participate in the process of creating these cultural symbols to enhance their sense of belonging and pride. Select representative historical scenes for restoration or reproduction. For example, a traditional handicraft display area is set up in the speciality industry zone, and old craftsmen are invited to give live demonstrations of traditional skills such as weaving, pottery, embroidery, etc., so that tourists can experience the wisdom and craftsmanship of ancient artisans first-hand. In addition, virtual reality (VR) technology can also be used to simulate the daily life scenes of ancient villages, allowing visitors to travel through time and space and feel the weight and temperature of history.

5.2 Modern Reconstruction of Local Culture

Simply relying on the accumulation of symbols of cultural elements or the stereotypical reproduction of traditional forms is a simple reductionist approach that fails to produce a profound and resonant experience. Instead, we need to use innovative thinking and methods to deeply explore cultural elements and recreate them in an artistically appealing way. On the basis of respecting those historical relics, we should cleverly integrate and innovate through modern design techniques, so that the special industries not only get their own cultural temperament, but also show unique spiritual connotation, telling the past and present of the special industries. In order to enhance the cultural connotation and storytelling of the space, the concept of narrative design is borrowed to tell the past and future of the village through the careful arrangement of the spatial sequence. Starting from the iconic sculpture or mural at the entrance of the village, to the historical photographs, replicas of artefacts and hand-painted story walls lining the main streets, every detail tells the story of the village.

In the design of outdoor space, traditional local materials that carry regional cultural memories, such as green tiles, bamboo, stone, etc., can be used to build a sunshade or fence, which not only shields from the scorching sun, but also adds natural wildness. Innovative use of these materials through modern design techniques, such as the modern interpretation of bamboo wall, stone and glass combination of permeable interface, etc., on the basis of maintaining the characteristics of the traditional architectural appearance, in-depth excavation of the local cultural elements, such as folk motifs, traditional crafts, etc., and their clever integration into the interior decoration, the use of local characteristics of the handicrafts, works of art, such as embroidery hangings, wood carvings, etc., to create a strong Cultural atmosphere. Focusing on the articulation and transition between indoor and outdoor spaces, setting up courtyards and terraces, so that tourists can feel the tranquility and harmony of the countryside while enjoying the natural beauty.

Combined with the green building concept, advanced technologies such as solar photovoltaic panels, rainwater collection systems and green roofs are introduced to enhance the environmental performance of the building. For example, solar photovoltaic panels are installed on the roof to provide renewable energy for the homestays; a rainwater collection system is set up to use rainwater for agricultural irrigation and water reserves, thus realising the recycling of water resources.

5.3 Creating a Vibrant Rural Public Space

Tapping the vitality of the countryside and promoting cultural inheritance and cultural innovation, in the traditional countryside, indoor space and the natural environment are usually closely connected, and ecological wisdom constitutes its precious cultural heritage. Therefore, we need to pay attention to the diversified use of functional space and the deep integration of local culture.

Through clever design techniques, public space is integrated with modern functions to create a spatial environment that meets the needs of modern life and is full of traditional flavour. The expression of local culture can integrate traditional cultural elements into the village environment through landscape sketches, sculptural artefacts and other elements.

In the design of village buildings, the natural landscape can be framed to enhance the spatial experience and sense of depth. In the design of the facade of the village buildings, local building materials and craftsmanship can be used for decorative treatment, in order to show the unique style and regional characteristics of the village. In the case of an excellent landscape environment, the scenery of the surrounding environment is completely incorporated into the village buildings to achieve a panoramic picture. Use materials such as fences, bamboo weaving and hedges to soften

the view of the village courtyard wall, break the closure and introduce the external natural environment into the interior of the building. The use of goat paths connects one functional space and natural scenery to create a rich spatial sequence, thus providing a comfortable, harmonious and energetic living environment for the villagers.

Funding

Scientific research project: Anhui natural science scientific research project: "mushroom town landscape creation key link strategy research", (2022AH052565); Anhui rural revitalisation collaborative technology service centre: Collaborative Technical Service Centre of Edible Mushroom Industry in Northwest Anhui Province [Anhui Education Secret Section 2022 No. 217]; Quality engineering project: Anhui provincial quality engineering project: Anhui quality engineering course ideology and politics demonstration course "Landscape Computer Drawing" (2021kcszsfkc315)

About the Author

Wang Linlin (1984-), female, Han nationality, from Dongying, Shandong province, lecturer, doctoral student. Research Direction: Urban and Rural Landscape Design and Engineering; the Second Author: Zhang Ersong (1977-), male, Han nationality, native of Fuyang, Anhui Province, senior craftsman. Research Direction: Art and Design.

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