

A Trinity Strategy for Digital Dissemination of Culture in the Rural Construction of Huangxi

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ABSTRACT

This paper explores a "Trinity Strategy" to digitally empower cultural dissemination and sustainable rural development in Huangxi, an ancient village in Southern China with rich cultural and historical resources. Huangxi faces challenges such as underdeveloped infrastructure, limited funding for digitalization, and insufficient cultural promotion, despite its potential as a cultural tourism hub. Through the proposed strategy, the study focuses on three interconnected approaches: Cultural Resource Activation, Tourism Experience Optimization, and Operational Benefit Conversion. These approaches are intended to revive Huangxi's unique cultural heritage, enhance visitor engagement, and drive local economic growth. The paper examines how digital tools, such as new media platforms and mobile applications, can be leveraged to present Huangxi's historical narratives, optimize tourism services, and strengthen its brand identity. By linking heritage preservation with modern tourism experiences, this research contributes to broader discussions on how digital transformation can support rural revitalization and the protection of traditional culture in similar historical villages. The findings offer valuable insights for policy-makers and practitioners in rural cultural heritage management and digital tourism development.

KEYWORDS

Rural Development; Cultural Dissemination; Digital Empowerment; New Media

1 Introduction

1.1 Research Background

In recent years, the comprehensive implementation of the Rural Revitalization Strategy has made the digital transformation of rural construction an important approach to improving rural development. As a vital source of Lingnan culture in China, Huangxi Village, with its long history, distinctive architectural style, and rich cultural resources, holds immense potential for rural tourism development and historical and cultural preservation. Located in Shishan Town, Nanhai District, Foshan City, Guangdong Province, Huangxi Village boasts over 800 years of history and preserves a large number of ancient buildings from the Ming and Qing dynasties, such as century-old ancestral halls, ancient alleys, and watchtowers. It is also renowned as the "Hometown of Overseas Chinese," enriched with deep cultural heritage.

However, despite its abundant historical and cultural resources and natural ecological advantages, Huangxi faces several disadvantages and challenges in promoting comprehensive village development. The core issue for Huangxi's future development lies in how to activate its cultural resources, enhance the cultural tourism experience, and achieve sustainable rural economic

development, all under limited resource and infrastructure conditions.

Against this backdrop, digital empowerment offers a new avenue to activate cultural resources, optimize tourism experiences, and convert operational benefits in Huangxi Village. Through an analysis of its current situation, we propose a "Trinity Strategy" of Cultural Resource Activation, Tourism Experience Optimization, and Operational Benefit Conversion to promote the comprehensive development of Huangxi. This research explores how digital empowerment can drive rural construction and cultural revival in Huangxi, offering insights for the digital transformation of similar historical and cultural villages.

1.2 Research Objectives and Significance

In the era of digital transformation, Huangxi Village still faces many constraints in showcasing cultural resources and developing the rural economy. This study aims to explore effective paths for digitally empowering rural construction in Huangxi Village.

The research is expected to contribute to the activation and protection of cultural resources in Huangxi Village, offering a more vivid display of its history and culture while enhancing the cultural experience of visitors and promoting cultural heritage preservation. It also seeks to promote the digital development of tourism, integrating and optimizing diversified tourism sectors such as leisure, research, and art tourism to boost brand-building and benefit conversion. Additionally, it aims to foster rural economic development and revitalization by creating an online-offline cultural tourism platform, raising the village's visibility, attracting more tourists and investors, increasing local employment and income, and driving rural revitalization. This research also serves as a reference for other ancient villages with similar historical and cultural backgrounds, exploring how digital transformation can be achieved in rural revitalization and promoting the modern utilization and protection of traditional cultural resources.

2 Analyzing the Strengths Within Huangxi's Internal Environment

2.1 Rich Cultural Resources

The history of Huangxi can be traced back to the Song Dynasty, spanning 760 years. As an ancient village, Huangxi not only enjoys geographical advantages but also holds a wealth of cultural resources. The village preserves numerous Ming and Qing dynasty residential buildings, ancestral halls, and historical relics. These ancient architectural complexes reflect the unique architectural style of the Guangfu region and hold significant historical and cultural value.

2.2 Abundant Natural Resources

Huangxi is situated in a favorable environment, facing south with abundant natural surroundings. The village is encircled by lush greenery and flowing water, forming a beautiful ecological landscape. The Yunshen River flows through the village, providing a rich water source and creating a sustainable natural landscape that supports the life and development of the villagers. Some trees in the village are over 300 years old, contributing to a healthy ecological environment, making Huangxi a natural oxygen-rich space.

2.3 Diversified Industrial Development

Leveraging its beautiful natural scenery and profound historical culture, Huangxi has gradually developed into an ideal destination for leisure tourism. The well-preserved ancient buildings and

rich natural landscapes attract a large number of tourists for sightseeing and leisure activities. Huangxi actively utilizes its rich historical and cultural resources to establish a research and education base, providing a platform for students and young people to engage in practical learning. Drawing on the village's unique cultural background, Huangxi has launched a series of educational activities, including traditional handicrafts and farming culture. Moreover, Huangxi has attracted a large number of artists and creative individuals, injecting new vitality into the village. They have created a wealth of photography, paintings, and literary works, using Huangxi's natural resources and cultural landscapes as inspiration. This cultural exchange has gradually turned Huangxi into a unique artistic hub, adding new elements to rural tourism.

3 Evaluating the Weaknesses Within Huangxi's Internal Environment

3.1 Inadequate Display of Historical Culture

Despite Huangxi's rich historical and cultural background, the village lacks sufficient cultural presentation and dissemination. Its recognition is relatively low, and the cultural symbols and heritage of the village have not been effectively communicated. Although the village boasts ancient buildings, ancestral halls, watchtowers, and other historical sites, the preservation and development of these cultural resources remain limited, preventing visitors from fully experiencing the village's historical and cultural significance.

3.2 Maintenance Issues with Architectural Facilities

Huangxi preserves many Ming and Qing dynasty architectural complexes, including ancestral halls, watchtowers, and reading rooms. However, many of these structures have suffered damage due to long-term neglect, especially with significant problems related to "fading," casting a gray filter over the village. This not only affects the experience of artists but also hinders the leisure tourism experience for visitors.

3.3 Limited Construction Funding

A lack of funding for infrastructure and digitalization has become a key constraint on Huangxi's development. Digitalization, especially the digitization of cultural resources and the establishment of digital service platforms, requires substantial financial investment. This includes the purchase of hardware, infrastructure improvements, software development, operational maintenance, and the recruitment of skilled technical teams.

3.4 Unclear Tourist Routes

The planning of tourist routes in Huangxi is not well-developed, and the village lacks systematic management and guiding facilities for visitors. Due to unclear routes, tourists may find it difficult to explore the village thoroughly within limited time, often getting lost in the maze-like alleys, which negatively impacts their experience.

3.5 Lack of a Focus in Industrial Development

Although Huangxi boasts rich resources and potential, combining the three primary industries of educational tourism, leisure tourism, and art-driven rural construction, these sectors lack a clear leading focus in planning and execution. While the diverse industrial layout offers multiple

possibilities for the village's development, in practice, the lack of a clear focus has led to weak coordination and continuity among the sectors.

4 Identifying External Opportunities for Huangxi's Development

4.1 The Rise of Leisure Tourism

In recent years, as living standards have improved and urbanization has accelerated, leisure tourism has become an increasingly popular choice for people. The fast pace and high stress of modern urban life have driven people to seek respite from the hustle and bustle, yearning for a return to tranquility and nature. In this context, ancient villages, with their unique history and natural scenery, have become new hotspots in the tourism industry. As an ancient Lingnan village with a rich history and beautiful natural environment, Huangxi's cultural and ecological resources provide a solid foundation for leisure tourism. The rise of educational tourism, eco-tourism, and cultural experiences also presents new development opportunities for Huangxi. The village's rich cultural heritage, natural environment, and diversified industries allow it to attract a broad range of tourists, including families, students, culture enthusiasts, and artists. This diverse customer base generates sustained economic benefits and enhances its competitiveness in the tourism market.

4.2 Government Support

The Shishan Town government has strongly supported the development of Huangxi Village, designating it as a key project for cultural and tourism development. This provides a solid foundation for the village's construction and digital transformation, ensuring policy support and resource investment. The local government has expressed its strong support for the introduction of modern multimedia equipment, particularly digital tools like light shows, and has actively worked to raise the village's profile by organizing cultural tourism festivals and attracting educational groups.

5 Assessing External Challenges Facing Huangxi's Growth

5.1 Homogenization of Ancient Villages

In recent years, as rural revitalization strategies have advanced, many ancient villages have emerged into the public eye through tourism and cultural development. However, this surge has led to significant homogenization in the development paths of many ancient villages. Huangxi, despite its deep historical roots, faces the dilemma of "a thousand villages with the same appearance." Many villages follow similar development patterns, with little consideration for the uniqueness of each village, leading to similar tourist experiences. For Huangxi, even though it has rich historical and cultural resources, its presentation remains similar to other villages, such as Dajiao Village, Songtang Village, and Kongjia Village, all featuring similar elements like Lingnan-style houses, long history, small rivers, and green trees. Differentiating itself from other villages to avoid homogeneity is crucial for its future development.

5.2 Inadequate Public Transportation

Currently, Huangxi is not fully integrated into the city's public transportation network, with limited transportation options for visitors. Most tourists rely on self-driving or chartered transportation to visit the village. For those without personal vehicles or unfamiliar with the area, traveling to Huangxi can be inconvenient, especially for long-distance travelers who often face

complex transfers, limiting the number of visitors. Convenient public transportation is essential for improving the visitor experience, and the current conditions in Huangxi, while served by buses, offer a limited reach compared to other villages, weakening its competitiveness in attracting leisure tourists.

5.3 Insufficient Promotion and Marketing

In the digital age, promotion is a key tool for boosting the visibility of tourist destinations and attracting visitors. However, Huangxi has yet to fully leverage modern promotional methods, particularly in building a new media matrix and content marketing. The village's current promotion strategies remain traditional, lacking multi-channel, multi-layered marketing approaches. At present, Huangxi relies more on official promotion channels, such as posting information on official WeChat accounts or depending on local government tourism campaigns. This single-channel promotion limits the village's reach, preventing it from effectively engaging a broader audience. Compared to other tourist destinations that actively engage in new media marketing, Huangxi's self-media operations and visitor interaction are relatively weak, hindering its potential for widespread social attention and effective word-of-mouth promotion.

6 Introduction

6.1 Activation of Cultural Resources

6.1.1 Organizing Village History and Storytelling Presentation

Due to the insufficient presentation of its culture, visitors have limited understanding of the village's history, preventing Huangxi from fully utilizing its rich cultural heritage. By organizing the village's history and employing storytelling methods, Huangxi can repackage its unique cultural symbols to enhance the presentation of its cultural resources.

Huangxi should systematically organize its historical and cultural resources, incorporating village history, notable figures, significant historical events, and the cultural meanings behind the architecture. These can then be showcased to visitors through storytelling. This process may involve traditional archival research and collaboration with local cultural experts and villagers to uncover folk stories and intangible cultural heritage. The village's ancient architecture, ancestral halls, and study rooms can gain new cultural life through these historical narratives.

6.1.2 Building a New Media Matrix

The construction of a new media matrix is a crucial strategy for activating cultural resources. By utilizing diverse communication platforms, Huangxi can expand its cultural influence and enhance visitors' awareness. Especially given the village's attraction of numerous artists, this provides an ideal condition for building a robust new media matrix.

The resident artists can serve as key figures in promoting cultural dissemination. Through their creations and influence, they can share the historical and cultural richness of Huangxi via personal social media platforms like Weibo and Douyin. These platforms provide opportunities for sharing Huangxi's cultural landscape, artistic environment, and local experiences from their unique perspectives, attracting more art enthusiasts to visit.

Leveraging user-generated content (UGC) is another essential way to increase exposure. By designing interactive tourism projects or cultural experience activities, tourists can be encouraged to share their visits, scenic photos, and experiences of historical buildings on social media. Specific

hashtags or social media campaigns can help form a self-sustaining network of promotion, expanding Huangxi's reach, especially among younger generations.

Huangxi should also collaborate with local cultural institutions, government bodies, and tourism platforms to extend the breadth of its promotional efforts. Such partnerships would lay a solid foundation for building Huangxi's cultural brand.

6.2 Optimization of Tourism Experience

6.2.1 Maintenance and Restoration of Ancient Buildings

Due to years of neglect, some ancient buildings in Huangxi suffer from deterioration and fading, which negatively impacts both their cultural presentation and the overall visitor experience. To preserve the village's historical integrity and improve visitor engagement, it is necessary to maintain and restore these ancient structures. Regular professional maintenance should be conducted to ensure the safety of the buildings and restore their original appearance. For example, structures with severe fading, such as ancestral halls and study rooms, can be restored using materials and techniques consistent with the historical period, achieving the effect of "restoring the old as the old." At the same time, it is crucial to retain the village's unique carvings, paintings, and other artistic elements during the restoration to strengthen the cultural depth and visual appeal.

6.2.2 Facility Upgrades and Improvements

Many of Huangxi's existing facilities, such as visitor routes and the village stage, are outdated, limiting cultural presentation and affecting overall tourism service quality. Upgrading these facilities is vital for optimizing the tourism experience. The stage, for instance, could be redesigned and renovated to retain traditional Lingnan architectural style while incorporating modern stage features such as lighting and sound systems. This would enhance the village's ability to host cultural activities and artistic performances, boosting visitor engagement.

Additionally, the village's visitor routes lack clarity, often leaving tourists unsure of the best paths to explore. This impacts the convenience of their experience. To address this, Huangxi should install clear navigation signs at key points and landmarks, providing visitors with directions and cultural background information about the sites.

6.2.3 Development of a Mobile Application and Digital Map

Huangxi can optimize the visitor experience by developing a dedicated mobile app and digital map, which will also improve cultural presentation. The app would serve as a digital guide, integrating Huangxi's tourism resources and cultural information. Through the app, visitors could access a digital map of the village, explore key attractions, read about their historical backgrounds, and follow the best visitor routes. The app could also offer services like ticket booking, accommodation recommendations, and event calendars, allowing visitors to plan their trips in advance and enjoy a smoother overall experience.

The digital map would be one of the core functions of the app, not only displaying the layout of the village but also integrating rich cultural content. By digitizing Huangxi's village history, architectural background, and stories of historical figures, visitors can easily access this information on their phones, gaining deeper insights into the village's history and culture.

6.3 Transforming Industrial Benefits

Huangxi's industries include leisure tourism, artistic rural construction, and educational research bases, providing a foundation for diversified development. However, to achieve greater economic benefits, it is necessary to create synergy between these industries and enhance their collective productivity. By optimizing the industrial layout and clearly defining the functional positioning of each industry—focusing on leisure tourism as the core, with artistic rural construction and educational research bases as distinctive features—Huangxi can achieve more efficient resource utilization.

Huangxi should create a comprehensive visitor experience that integrates the advantages of its three main industries. Leisure tourism, as the core industry, can draw visitors and support the development of the other two sectors. For example, tourism could drive educational research and rural artistic development, creating a mutually reinforcing cycle. By carefully planning visitor routes that connect natural landscapes, artistic works, and historical buildings, Huangxi can enhance the overall visitor experience and improve the economic outcomes of its diversified industries.

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