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Research on the Development of Traditional Village Culture in the New Era

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Abstract: Culture, as a spiritual force, is the source of national prosperity and development. How to strengthen cultural confidence and grasp cultural self-awareness in the new era is an inexhaustible driving force for China to maintain stable social development and manifest its cultural soft power. Based on the understanding of the relationship between the firm cultural confidence and the grasp of cultural self-consciousness and the development of Traditional Chinese villages in the new era, this paper analyzes the development process and research direction of the construction of traditional Chinese villages, and puts forward some prospects for the development of traditional Chinese villages in the new era.

Keywords: Cultural Confidence; Cultural Self-Consciousness; Traditional Village; Traditional Village Development; Rural Construction

1. Introduction

From ancient times, people have expressed their respect and creation of human civilization by means of knotted ropes, totem worship and myths and legends, and in contemporary times culture, as a power source for maintaining the stable development of society and manifesting cultural soft power, requires us to explore its relevance and value in depth.

In the context of rural revitalization, As the bearer of cultural heritage, traditional Chinese villages have become the witnesses and recorders of the development of traditional Chinese culture. It has the dual characteristics of material cultural heritage and intangible cultural heritage, and still contains the existence of villagers, and provides a place for villagers' production and living activities. Villagers have created unique customs and habits, language and culture, forms of recreational activities, clan etiquette, family discipline and rules, history and culture, local customs and practices in the long-term production and life practice, thus giving birth to traditional villages with their own characteristics.

2. The development of Traditional Chinese villages

2.1 The meaning of traditional village

On 16 April 2012, a document jointly issued by the Ministry of Housing and Urban-Rural Development of the People's Republic of China, the Ministry of Culture of the People's Republic of China, the State Administration of Cultural Heritage and the Ministry of Finance of the People's Republic of China stated that Traditional villages are those that have formed earlier, have richer traditional resources, and have certain historical, cultural, scientific, artistic, social and economic values that should be protected.^[1]

In September 2012, the first meeting of the Expert Committee on the Protection and Development of Traditional Villages decided to change the customary term "ancient villages" to "traditional villages" in Chinese society.^[2]

2.2 The main research direction of Chinese traditional villages

2.2.1 Study on village architecture.

The research focuses on the renovation and reconstruction of traditional buildings and dwellings under the background of urbanization, focusing on "what to build" and "who to build". In terms of building repair, the existing domestic research focuses on practical case analysis, and proposes that the protection and repair of traditional village buildings should have both professional technology and the concept of cultural heritage protection, so as to ensure the protection and repair of traditional village buildings.^[3]

2.2.2 Landscape gene research.

As a continuation and transmission of traditional cultural carrier of the village landscape, due to its unique local and cultural nature, the identification of its landscape genes is of great significance and has become one of the hot spots of landscape research in recent years. Scholars are keen on revealing the human geography and social culture of different regions through village landscape.^[4]

2.2.3 Protect and carry forward research.

In the conservation of traditional villages, the main focus is on the architectural landscape and farming culture. The scientific value and art inherent in the bionics of traditional village siting patterns and the art of building are the subject of long-standing research in many disciplines, as well as the study of the "unity of man and heaven" model of the farming cycle economy in farming culture.

2.2.4 Tourism development research.

Scholars construct the impact dimension of tourism on villages from spatial attributes, modes of production, social relations, natural and cultural environment and other aspects,^[5] to establish the evaluation system of traditional village's response to tourism^[6]. In the development of rural industries, the tertiary sector is the starting point for the promotion of the "tourism and traditional village" conservation and development model.

2.2.5 Research on spatial morphology.

It focuses on the study of the spatial morphological characteristics of villages and their influencing factors, revealing the internal logic of the formation, organization and growth of traditional village space. The village form has gone through two stages, from subsistence adaptation to the active search for development.^[7]

2.3 History of the development of Chinese traditional villages

The development of traditional villages can be divided into two periods: the landscape protection period of villages under urbanization (2010-2016) and the cultural revitalization period of traditional villages under rural revitalization.

2.3.1 Landscape protection period in the context of urbanization.

Studies in this period were mainly concentrated from 2010 to 2016, with "urbanization" and "urbanization" as the main research background and "anthropology" as the main research discipline, focusing on the concept identification of "village" and "village", as well as the "protection" and "inheritance" of villages.

2.3.2 Humanistic Renaissance under the background of rural revitalization.

In this period, the call was put forward to "make rural tourism a new pillar industry in rural areas", "retain homesickness

memory" and "reappear the original pastoral scenery and original homesickness". The academic research on traditional villages was more and more inclined to "humanistic" perspective. Scholars pay more attention to the construction of village human settlements under the background of rural revitalization.

Two trends have shifted in the concept of the future development of traditional villages, conveying a shift from a focus on habitat space and facilities to a focus on the spirituality of human habitation.^[8]

3. The historical significance of the development of traditional villages

3.1 The Cultural values

It is the subtle blend of people and village, people and nature, people and life that creates the traditional village form that represents popular culture. Exploring the cultural value and sustainable development measures of Traditional Chinese villages is a key to rural revitalization in the new era. Grasping how to use the common people's cultural heritage left behind by traditional villages as a way to improve the moral quality and enrich the spiritual connotation of the general public is an important asset in promoting the construction of our socialist core value system.

3.2 The Social values

The basic unit of traditional society is the traditional village, and the scattered gatherings of traditional village parts and the productive life of villagers in them constitute a unique vernacular society. The interpersonal relationships in vernacular society have been perpetuated through the generations. One of the social characteristics of the countryside, as mentioned by Fei Xiaotong in China in the Countryside, is that people who live by farming are often times settled as the norm and migrated as a perversion, and people's mutual behaviour is formed over a long and intimate period of living together, grown up and familiar. Traditional villages formed under such social relations are sticky, and a complete traditional village can reflect a complete miniature of a region's traditional society.

3.3 The economic value

Traditional villages are natural, historical, cultural and non-renewable, and these three characteristics make the economic value of traditional villages just waiting to be fully explored. Traditional rural revitalization of rural industry development cannot leave the village resources to assets. On the one hand, having the government take the lead in the protection and development of traditional villages can attract enterprises to invest and attract projects, thus promoting the improvement of local infrastructure and the registration of relevant cultural brand patents. On the other hand the local tourism economy, which has long been dependent on the cultural heritage of traditional villages, is bound to generate a new round of economies of scale when guided more scientifically and rationally, enriching the growth of an ecotourism economy sector with Chinese characteristics.

4. The development prospect of traditional villages in the new era

Government departments must actively take responsibility for the conservation of traditional villages. The local and national governments have the task of formulating relevant policies and legal documents for the development of traditional villages, and are the leaders and practitioners in the protection and development of traditional villages, so they should take the initiative to undertake the corresponding administrative responsibilities and increase financial support and investment.

Promote the dissemination of traditional village culture by means of modern information technology. Using modern information tools, the cultural value of traditional villages can be presented in a variety of vivid images. For example: cultural information digital archive, village image retention, etc. At the same time, we can use the information network platform to build a unique cultural propaganda site in the local.

Increase the repair of infrastructure to attract talents to "approach" and "return". Traditional villages often have the dual characteristics of material cultural heritage and intangible cultural heritage. We should preserve the integrity and authenticity

of traditional village buildings. For non-material cultural heritage to attract the local people and the love of traditional village culture is to carry forward.

Do a good job in the innovation of traditional village development mode in contemporary tourism. With the improvement of the urbanization process, the development of traditional villages has also moved to the ecological and cultural protection tourism development mode, the traditional industry cluster tourism development mode, the leisure village tourism development mode, etc. These sensible models of tourism development are protecting and revitalizing the development of traditional villages development.

Conclusions

As a carrier of Chinese civilization, the future conservation and development of traditional Chinese villages is an indispensable task in the development of China's cultural soft power. Whether it is the tracing of social patterns of the past or the construction of modern rural revitalization, traditional village culture is the best practical and theoretical guidance product given to us by the earth. We should always uphold our confidence in national culture and join in the construction of the future development of traditional villages with a high degree of cultural self-awareness and determination.

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