

# **Study on the Tourism Development and Management Mode of Ancient Villages from the Perspective of Rural Revitalization**

**Yumei Wang**

Gingko College of Hospitality Management, Chengdu, 610000, China

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**Abstract:** The ancient village has experienced a long history, with its unique folk customs, moral tradition, history and culture, village layout, architectural art and traditional crafts, and contains infinite value connotation. Because of the particularity of the ownership of ancient villages, it is quite different and more complex from the tourism resources with single property right in the process of development and management. From the perspective of rural revitalization, this paper analyzes the precious value of ancient villages and the problems existing in the process of development and protection of ancient villages. By analyzing the existing tourism development models of ancient villages in China, the characteristics of various development models are summarized, which can provide reference for the sustainable development of ancient village tourism in the new rural construction.

## **1. Introduction**

The ancient village is a unique living space, which embodies the historical and cultural value with its overall style. It integrates people's life, culture, customs and art, and shows the typical style and features of a certain period. It has a long history, is the imprint of regional culture, is a miniature landscape of history, is a living "traditional culture", and has extremely high tourism development value [1]. At the same time, the unique rural culture and distinctive regional spiritual and cultural marks of ancient villages are the spiritual ties connecting the homeland and maintaining the nostalgia, which are of great significance to promoting the construction of socialist spiritual civilization and practicing the socialist core values [2].

Under the background of rural revitalization, the village conditions, village capacity and village appearance of ancient villages are re-examined, which makes them quite different and more complex from the tourism resources with single property rights in the process of development and management. Therefore, choosing a suitable business model is the key to the protection and development of ancient villages.

## **2. The value of ancient villages**

### **2.1. Historical and cultural value**

Ancient villages are the true embodiment of local history, economy, culture and moral tradition at that time. Most of these ancient villages are pregnant with famous people in history, and at the same time, most of the intangible cultural heritage is born here, which embodies the local characteristic culture and historical development [3]. The historical and cultural knowledge embodied in ancient villages provides a source of information collection for science popularization workers and archaeologists, and provides a valuable practical basis for perfecting scientific knowledge, capturing historical information and restoring real historical events.

### **2.2. Tourism value**

Residential and ancient village tourism is a combination of humanistic tourism resources and natural tourism resources. Its attractive elements are divided into human landscape and natural ecology. The former includes material cultural landscape and ancient charm atmosphere. The

material and cultural landscape represented by residential buildings, folk costumes, calligraphy and painting couplets, etc., is the most important material carrier and the most attractive element for residential and ancient village tourism [4]. Obviously, the creation of ancient charm atmosphere can not be separated from the timely participation of local residents, which involves how the developers and operators handle the relationship with local residents.

Generally speaking, tourist destinations with well-preserved dwellings and ancient villages are mostly in remote places. Because it is far away from the city, the degree of industrial pollution and man-made destruction is relatively low. This also creates another primer for the tourism. The three types of tourist attraction elements have different forms and different effects on tourists with different preferences. However, only by fully combining the three can an impressive tourism experience be produced.

### **2.3. Architectural artistic value**

The architectural features of ancient villages reflect the unique personality and cultural traditions of local residents, as well as the development stage of architectural art in China at that time, which makes them different from other villages. The spatial structure and artistic design of ancient villages bear the collective wisdom of local residents and the development and progress of human society, and influence the development of architectural art later.

Modern architectural art theory is also influenced by it, which has theoretical and practical guiding significance. The lighting design, drainage structure, hollow painting and elegant style of ancient villages still deeply influence modern architects, and become the source of information for their study and research.

## **3. Problems in tourism development of ancient villages**

### **3.1. Opposition and disharmony between new and old buildings**

Most traditional houses in ancient villages have been built for a long time and are in disrepair for a long time. Moreover, they are far from meeting the needs of modern people in terms of lighting and sanitation. After having a certain economic foundation, residents will have the will to improve their living environment, thus causing disharmony between modern houses and old buildings. If effective solutions are not worked out in time, the ancient villages will eventually die out in the long run.

### **3.2. The overall planning consciousness is not strong**

Due to the lack of relevant scientific development concepts, the implementation basis of the ancient village development process is insufficient, and the relevant staff have no rules to follow, which brings many difficulties to the management of development and protection. The development and protection of ancient villages is a systematic project of development and change, which needs to focus on the overall situation [6]. Although some projects have been developed, they are the same, lacking clear market positioning, and unable to dig deep into the cultural tourism resources in line with local characteristics.

### **3.3. Lack of capital investment**

Tourism development in ancient villages relies too much on government support, lacks social capital investment including enterprises, and has a single source of development funds, which leads to the lack of necessary repairs for many ancient buildings and makes it difficult to maintain and upgrade them. Furthermore, the ancient villages have not yet established matching tourist reception facilities, tourist shopping facilities, entertainment facilities, medical rescue facilities, etc., such as parking lots, characteristic homestays and farmhouse restaurants. The imperfection of infrastructure has greatly affected the in-depth development of tourism activities in ancient villages.

### **3.4. Extensive management mode**

With the development of economy, the domestic tourism market is expanding constantly.

However, for residential tourism products with deep cultural heritage, before cultivating their own tourist market, their tourist sources are limited, and the increasing number of residential products has already started to make people's promising residential products appear a competitive situation. Therefore, we should change the phenomenon of listing and exhibition of existing residential buildings, conduct market investigation on tourists, understand tourists' psychology, produce some personalized products for tourists, realize the high-quality products and change the extensive management mode.

#### **4. Analysis on the development and management mode of ancient village tourism**

##### **4.1. Individual contracted management**

Generally, individual contracted management is to sign an operation contract with the village committee to obtain the management right, so the management right and ownership are completely separated [7]. Every year, the contractor pays a certain profit to the village committee or pays according to a certain proportion of the income. Because the economic benefits are directly linked with the income of the operators and owners, this can, to a certain extent, enable the operators to have a strong sense of market economy, make careful calculations, greatly reduce waste, and enable the villagers and village committees as owners to actively cooperate with the operators' business activities.

To the owner, if the village development is contracted to outsiders for operation, the tourism income after transferring the management right may be less than the income from self-development. However, it basically does not need to invest money, does not take risks, and has a fixed tourism income every year. The villagers can also get a small but fixed economic compensation, which is in line with their awareness of small-scale peasant economy. Therefore, they are willing to adopt this model. Therefore, we think that in the process of tourism development of ancient villages, this model is only suitable for ancient villages that are not cultural relics protection units, and can only operate individual scenic spots in ancient villages, but cannot operate overall residential tourist spots in a larger area of ancient villages.

##### **4.2. Collective management**

This mode is generally developed, operated and protected by village-run tourism development companies. The tourism income of ancient villages is a part of the collective income of villages, and tourists and all villagers can fully enjoy the benefits brought by tourism development. According to their needs and abilities, some villagers directly engage in tourism business activities in ancient villages.

The advantage of this development mode lies in paying full attention to the interests of residents and other direct stakeholders, which can not only fully mobilize private capital and solve the funding problem, but also make resources better protected, and villagers in ancient villages consciously protect cultural relics and buildings.

##### **4.3. Contracted management of enterprises.**

The main body of contracted management is the developer, which has the characteristics of separation of management right and ownership, large investment and enterprise management. In terms of benefits, capital investment and management have advantages, but they often lack sufficient compensation for residents.

The development and protection of ancient villages benefit from the efforts of the government, all sectors of society and local villagers to protect and support ancient villages, and so will the future development. It is necessary to take the overall rural revitalization as the foothold and focus of the development and protection of ancient villages, seize the key points, fill up the shortcomings, strengthen the weaknesses, realize the "four revitalization" of the industry, culture, ecology and organization of ancient villages, and comprehensively promote the upgrading and development of ancient villages, so that the majority of residents will have more sense of gain, happiness and

security in rural revitalization.

As a new attempt in the protective development of ancient villages, the promulgation of some regulations provides a legal way for private capital to enter the protection and development of ancient villages. At the same time, it also strengthens the specific content of the protection of ancient villages and the requirements for villagers. The distribution of benefits is based on the principle that whoever repairs will benefit. At the end of the year, the operating income such as tickets of joint-stock companies will be paid dividends according to the area of the ancient buildings.

In this tourism development mode, because the enterprises do not meet the local villagers directly, even when distributing profits, the local government comes forward, and then distributes them among the administrative departments at all levels and the local villagers. After layer-by-layer distribution, the local villagers get less compensation and cannot meet the villagers' requirements, resulting in the phenomenon that the villagers do not cooperate. Therefore, the cultural tourism can be moderately developed and the economy of ancient villages can be well developed. At the same time, it is necessary to avoid the excessive expansion of cultural tourism, which will have adverse effects on ancient villages. Ancient villages should implement scientific overall planning, formulate scientific activation and utilization strategies, scientifically plan road traffic and land use function layout of ancient villages, reasonably guide the moderate development of cultural tourism, and realize effective activation and utilization of ancient villages.

#### **4.4. Government investment management**

Most dwellings in China are privately owned, and at the same time, influenced by Chinese traditional thoughts, residents are relatively repulsive to the reconstruction and development of dwellings. Therefore, if we can't separate the management right from the ownership, and only rely on private protection of residential buildings, the decline of residential buildings will become inevitable. Once the management right and ownership are separated, the development and management of residential and ancient village tourism can learn from the business models of other scenic spots, among which the contracted management of enterprises obviously has considerable advantages in capital and management. But what needs to be seen is that the emergence of enterprise contractors will inevitably bring about corresponding agency costs.

After the private enterprises quit, the local government re-assumed the roles of "operator" and "manager", and constantly searched for new partners. When cooperating with foreign enterprises for the second time, it adjusted its thinking: the government became the supplier of the system, played the role of coordinating services, and owned heavy assets at the same time; The enterprise is responsible for operation and management, establishes a public-private partnership with the government, is interdependent, mutually beneficial and mutually restrictive, and mobilizes the enthusiasm of grassroots communities to participate through the ancient village tourism development council. Intensify efforts to protect and repair the architectural relics in ancient villages, intensify the investigation of traditional villages, and actively participate in the registration and certification of "Famous Chinese Historical and Cultural Villages" and "Traditional Chinese Villages".

Although many scenic spots in China have adopted the mode of transformation and management, the difference between ancient villages and other tourism resources lies in that the ownership of dwellings in ancient villages belongs to residents, and even though ancient villages belong to national key cultural relics protection units, the government only has the management right of these dwellings. The direct interference and participation of the government is, to a certain extent, the dislocation of ownership, which will affect residents' own rights and interests and lead to their resistance to residential development. The main responsibility of the government in the development of ancient villages should be to carry out administrative management from a macro perspective, provide a good economic and social environment for the development of local tourism, provide convenience for business operation, and focus on the protection and sustainable development of residential resources.

## 5. Conclusions

To sum up, ancient villages have high historical and cultural value, and are rich in material and intangible cultural heritage. Therefore, from the perspective of rural revitalization, it is impossible to properly handle the complexity of rural tourism development by relying solely on any kind of power, and it requires the joint participation, consultation and cooperation, equality, mutual trust and mutual supervision of multiple stakeholders to jointly realize benign sustainable tourism governance. Taking full consideration from the perspective of historical and cultural development and protection, and combining with local folk culture, developing cultural tourism projects in ancient villages will help inherit and carry forward the history and culture of ancient villages, actively promote the construction projects in beautiful countryside, and realize the revitalization and sustainable development of ancient villages.

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