

## Tourism Function of Traditional Villages

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**Abstract.** It is trend about traditional village integrate into tourism industry, traditional village have many attraction elements, such as unique settlement, rustic construction, local culture, and so on. It has many tourist functions, just as sightseeing function, leisure function, cultural function, reception function. Put forward that we can use selective development, repair buildings, unearth culture and improve facilities to promote the tourism function of traditional village.

### Introduction

The integration of traditional villages into tourism activities has become a general trend. Since Xidi-Hongcun village gave tourists a huge visual impact with the traditional appearance of ancient villages in southern Anhui Province, all regions began to use traditional villages to increase the connotation and content of regional tourism. Many domestic tourist routes integrate traditional villages and enrich the content of routes. These traditional villages have different tourism functions in the process of integration into tourism, for reception, for leisure and vacation, for cultural pursuit, and so on. These tourism functions gradually become perfect, provide convenience for tourists and greatly promote the development of local tourism.

### Attractive Elements of Traditional Villages.

Traditional villages are popular because of their ancient style and native land. They have different attractive elements from other landscapes and attract tourists visit them.

**Table 1** Attractive Elements of Traditional Villages

Type	Attractive Elements
Settlement	Settlement overall layout; Settlement shape
Landscape	
Natural Landscape	Rivers, ponds, fields, hills and biological climate around traditional villages
Architectural Style	Different dynasties architecture; Buildings in different regions; Different ethnic buildings; Architectural style; Architectural art
Life Style	Characteristic lifestyle and appliances; Daily life; Labor mode
Traditional Culture	Family; Religion; Geomantic omen
Local Customs	Folk custom; Folk art

## **Tourism Function of Traditional Villages**

**Sightseeing Function.** Sightseeing function is the basic and direct function of tourism. The main purpose of tourism is sightseeing. Traditional villages rely on the surrounding natural landscape, village style, architectural style, characteristic culture and other elements to attract tourists. In addition to those well-known traditional villages, such as Xidi-Hongcun village, which can achieve large-scale development and attract tourists from all over the country, the vast majority of traditional villages maintain a minority hobby, mainly attracting some self-driving tourists, photographers, tour pal and other small-scale tourists. Moreover, the landscape of traditional villages in a certain area has some common characteristics. For example, the architectural format of traditional villages in Guilin area is mainly three styles: southern Hunan, northern Guangxi and minority nationalities. These landscapes have many similarities and are difficult to attract tourists at the same time<sup>1</sup>.

**Leisure Function.** Leisure tourism has increasingly become an important form of tourism for urban residents. Many tourists like to go to seashore, lakeside, mountain, forest and other places for leisure vacation. Traditional villages have gradually become an important destination for leisure vacation. With its classical, simple, quiet, natural, ecological, green and other concepts, traditional villages attract tourists from surrounding cities to come here for leisure and vacation, relying on restaurant, hotels and other reception facilities to meet the city tourists' demand of tranquility, nature and classical psychology, so that they can fully enjoy the quiet weekend or holiday time in the village. Keep away from the hustle and bustle of the city and enjoy green ecological food. For leisure vacation tourists, it is not a kind of sightseeing tourism, but a kind of deep experience. Agriculture is a very meaningful experience for urban leisure vacation tourists. Traditional villages make use of the surrounding pastoral and traditional diet to make tourists experience farming, mining and picking, enriching the content of tourism and giving tourists unique tourism experience<sup>2-5</sup>.

**Cultural Function.** If there is no cultural support, tourism destination can not achieve sustainable development. No matter what kind of tourism destination, we should add cultural content to make tourism more profound and connotative. Traditional culture mainly exists in villages far away from cities, and traditional villages are the most complete place to preserve traditional culture. Mr. Feng propose to retain the "strong nostalgia" in our hearts with traditional villages is undoubtedly a good affirmation of the protection and inheritance of traditional villages. Traditional villages rely on traditional architecture, characteristic culture, characteristic lifestyle and other forms to participate in tourism activities. Tourism enables villagers to recognize the value of these traditional cultures, stimulate their self-confidence and pride in protecting traditional culture, and make culture inherited. In turn, the protection and inheritance of culture also increase the attraction of traditional villages and cultural connotations beyond the landscape, so that the participation of traditional villages in tourism activities can have lasting vitality<sup>6-8</sup>.

**Reception Function.** The biggest characteristic of traditional village is the historic buildings, but these historic buildings took a long time, many have been gradually broken, and new generation have been unwilling to spend money to repair this house. The rise of tourists, given new functions for these old houses, except sightseeing function, we can transformed this house into farm stay, restaurants, souvenir shops and other business facilities. Reception facilities (restaurants, hotels) in traditional villages, which rely on the renovation of historical buildings, are different from those in urban hotels and restaurants. The hotels are simple and quiet, and the restaurants have green food. These unique accommodation experiences can attract a large number of tourists to stay overnight. Then, the traditional villages can play the role of nodes in a small area, fully meet the needs of tourists to eat, live

and travel.

### **Suggestions on Improving Tourism Function of Traditional Villages**

**Screening & Differential.** For traditional villages, the main purpose is to protect. Even to develop tourism function, the ultimate goal is to achieve the protection of traditional villages. Therefore, the development of tourism function should take protection as the premise. The traditional villages will certainly have some differences, such as location, transportation, unique and distance to the tourist center area. To develop the tourism function of traditional villages is not "blooming development", but needs planning. We should select the traditional villages with good location, convenient transportation, close to the tourist center and unique landscape. For more traditional villages, we should "Put it away unheeded", so that they can become the protectors of traditional culture and retain the "Homesickness" for us. Taking Guilin as an example, the development of tourism function of traditional villages should mainly rely on several important scenic spots and tourist destinations, with the help of mature tourist routes and convenient tourist traffic. The attraction of famous tourist destinations can make tourists ignore the homogeneity of traditional villages and go sightseeing to nearby traditional villages on the way to tourist destinations, or after visiting tourist destinations<sup>9</sup>.

**Renovation & Restore.** Unique historical buildings are the initial attracting elements in traditional villages. However, with the passage of time, many historical buildings have gradually collapsed. Many traditional villages have broken walls and ruins, so it is necessary to repair buildings. Firstly, it is necessary to carry out the overall planning and detailed planning of regional construction of traditional villages, to carry out a step-by-step and rhythmic policy of steady progress in the region. For historical buildings, we should keep the style, design and overall layout of the original buildings intact, try to repair the old and resemble the old as far as possible, so as to avoid demolishing old building but a similar old building was built, or a new building take place the old one. Secondly, we should give full play to the joint role of the government and villagers, and bring the government and villagers into the renovation project of traditional villages. We should not only invest in the renovation project by the government, but also give full play to the enthusiasm of the villagers, so that the villagers can realize that these buildings can bring economic benefits to them and actively participate in the renovation process of historical buildings. Finally, besides repairing the buildings unexpectedly, the overall landscape around the buildings should be repaired, including the destruction of the surrounding natural scenery (such as mountains, waters) and so on. All these phenomena that destroy the aesthetic feeling of traditional villages should be strengthened in planning and management so as to pass on. For example, the traditional villages in Guanyang County mainly distribute along river. Most residents of traditional village have moved into cement buildings. Many walls have been damaged, and the surrounding mountains and rivers have destroyed the original aesthetic feeling of the traditional villages. The aesthetic value of tourism is greatly discounted. In view of this kind of phenomenon, it is necessary to strengthen the repair of the village itself and its surrounding environment so as to restore the simple and quiet aesthetic feeling<sup>10</sup>.

**Culture & Characteristics.** Culture can give more lasting vitality to tourist destinations, while traditional villages are the most powerful place to protect traditional culture. In developing the tourism function of traditional villages, we should give full play to the role of culture to make tourism more connotative and influential. First of all, we should explore the local cultural forms with characteristics and enrich the tourism content, including various cultural forms such as characteristic buildings, catering culture, living habits, folk customs and so on, which can make it an important part of the

tourism process. Secondly, for the new generation of young people, the inheritance of traditional culture seems to be unprofitable thing. To promote cultural inheritance by economic stimulation, we should not only preserve the original local culture, but also give the traditional culture new era significance. Finally, cultural innovation should be carried out to meet the needs of tourists, expand cultural connotations and creatively utilize local characteristics to innovate cultural forms. For example, Longji Village in Guilin makes full use of local culture, displays local culture through diet, architecture and entertainment.

**Facilities & Reception.** In order to give full play to the functions of sightseeing and leisure, traditional villages must rely on certain tourist reception facilities to achieve the basic functions of food, housing and transportation. First of all, the importance of transportation for tourism is self-evident. To improve the development of tourism in traditional villages, it is necessary to improve the traffic conditions of traditional villages, enhance accessibility is very necessary. Only the increase of tourist flow can make it necessary to improve the tourism function. Secondly, using the construction facilities of the villages and encouraging villagers' participation, the historical buildings will be transformed into farmhouse music, inns, souvenir shops, increase the reception capacity of the villages, and make full use of the characteristic reception facilities to give tourists a better travel experience. For example, Villagers of Xiaoqingshan take an active part in transforming traditional buildings into various reception facilities. It has the function of accommodating individual and group tourists. The employment and income situation of villagers has been significantly improved.

## **Conclusion**

The revival of traditional villages can not only rely on a vague of "feeling", but also give a new situation to the revival of traditional villages. Tourism can give new vitality to traditional villages from both material and spiritual aspects, change the function of historical buildings, revive cultural connotation and form, and stimulate villagers' cultural self-pride. The benefits of these tours to traditional villages are beyond the reach of other industries. In the process of participating in tourism, traditional villages should give full play to their strengths, gradually improve tourism functions such as sightseeing, leisure, culture, reception and nodes, explore the beauty of the landscape, enhance reception ability and increase cultural connotation, so that tourists can not only eat, live and play well here, but also eat, live and travel with characteristics.

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