

## *Original Paper*

# A Study on the Protection of Traditional Villages in G City from the Perspective of Rural Revitalization Strategy: A Case Study of Moluo Village in Danba County

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### ***Abstract***

*Based on the field investigation of traditional villages, cultural heritage and architectural features in G City, this paper analyzes the prominent problems and causes in the protection and development of traditional villages and cultural heritage in G City from the aspects of natural environment, economic development and villagers' awareness. Further, it puts forward new paths for the protection and sustainable development of traditional villages and cultural heritage from the perspective of “rural revitalization” strategy, such as deepening the concept of co-construction and sharing, creating a new model of integrated development, and building a new method of digital resource sharing platform, so as to inherit and promote traditional Chinese culture.*

### ***Keywords***

*rural revitalization, traditional villages, protection, travel*

## 1. Question Raising

### 1.1 Research Background

In the context of the rural revitalization strategy, how to do a good job in the protection and development of traditional villages, how to make traditional villages in the flood of The Times neither left behind by modern civilization, nor destroyed by excessive development, these are the issues of The Times that must be seriously considered.

### 1.2 Research Significance

The rural revitalization strategy proposed in the report of the 19th CPC National Congress has brought great historical opportunities for the protection and development of traditional villages. Rural revitalization is a comprehensive revitalization involving rural industry, talent, culture, ecology and other fields, which is not only related to the survival and development of the vast rural people, but also affects the inheritance and development of excellent traditional Chinese culture.

How to realize the rebirth of traditional villages in the social changes and the development of the Times, and how to achieve sustainable development in the protection and inheritance are the questions that must be answered in the new era. The proposal of rural revitalization strategy undoubtedly provides a strong theoretical basis and perspective for the modern renewal of traditional villages. Through field research, interviews, literature analysis and other methods, the author tries to explore briefly how to realize the protection and tourism development of traditional villages in G City under the background of rural revitalization strategy, hoping to find an effective way to protect traditional villages.

## 2. Research Methods

### 2.1 Research Tool

This study mainly adopts questionnaire survey and interview method. The questionnaire on the Protection of Traditional Villages in Moluo Village, Danba County was self-compiled and revised repeatedly on the basis of literature research, in-depth interviews and expert consultation. In addition, due to some limitations of questionnaire survey, such as insufficient flexibility, difficulty in ensuring the quality of filling, and certain requirements on the cultural quality of surveyors, this study adopts the interview method to supplement the questionnaire survey.

### 2.2 Research Object

The questionnaire survey of this study adopts random sampling method, and guides the respondents to fill in the network questionnaire in the form of interview, and 100 questionnaires are collected. The age distribution of the respondents was 3% under 18 years old, 38% between 18 and 30 years old, 47% between 30 and 50 years old, and 12% over 50 years old. In terms of occupational categories, college students accounted for 25%, migrant workers accounted for 2%, enterprise personnel accounted for 1%, public institution personnel accounted for 5%, and farmers accounted for 59%.

### 3. Survey Results and Analysis

With the rapid economic development and urbanization of G City region, traditional villages have been paid more and more attention. At the same time, many traditional villages also have problems such as remote location, inconvenient transportation, low enthusiasm of villagers, and many internal contradictions. The protection and sustainable development of traditional villages are urgent problems to be solved.

#### *3.1 Investigation Results and Analysis of Natural Environment in Moluo Village*

Moluo Village, Suopo Township, Danba County, is located in Suopo Township in the east of Danba County, 3 kilometers away from the county seat, located in 101°55' east longitude, 30°51' north latitude, elevation between 1900 and 2000 meters, the annual average temperature of 13.6°C, is a typical arid valley zone. There are 75 households in the village, 243 permanent residents, the existing cultivated land area of 209.15 mu, the return of farmland to forest area of 632.83 mu, spring sowing area of 40 mu, spring sowing area of 169.15 mu. The whole village is a natural village, where the township government offices are located. The villagers mainly grow corn, wheat and vegetables, and grow apples, walnuts, pears and Sichuan pepper.

Existing infrastructure: Roads: The roads in the whole village are mainly dirt roads and gravel roads, the road quality is poor, the road is narrow, and some sections have collapsed; Water supply: Tap water has been connected to households in the village, which can basically meet the needs of villagers; Drainage: At present, there is no unified sewage discharge and treatment facilities, which are free discharge; Power supply: most places in the village have electricity, but only some areas have public lighting; Garbage: There is no unified garbage disposal facility in the village, with garbage cans, and the domestic garbage generated by villagers is transported to the county town for centralized treatment. There is a lack of tourist service centers, restaurants, 2 private parking lots, and 7 residential reception.

For a long time, the road conditions in the village are poor, the roadbed collapses, the slope slides, there are many landslide risks, there are many curves, the narrow mountain road can not pass buses or tourist buses, and some roads even cars can not drive on it. The local government has tried many times to widen the road and build a tourist highway around the village, but because some villagers are unwilling to give up part of the road surface, it is difficult to transform and upgrade the village road, which seriously restricts the development of tourism in the village.

#### *3.2 Investigation Results and Analysis of Moluo Village Villagers*

When it comes to the protection status of traditional villages, most of the local villagers think that the current protection situation is not good; When it comes to how to develop Molo Village, most of the local villagers believe that no destructive development, as far as possible to maintain the original style, more than half of the villagers think that we should try to keep the original appearance. When it comes to protecting the intangible cultural heritage in the village, most villagers believe that it is very necessary to protect.

It can be seen from the questionnaire and individual interviews that the village mainly focuses on agriculture, the development level of the secondary and tertiary industries is low, tourism activities have only been introduced in recent years, and the family hotel, catering and other service industries supporting tourism have not yet started, the villagers' main income comes from traditional planting industry, and the development of eco-tourism is still in its embryonic stage. Although the local villagers can understand the changes in the external situation to a certain extent, they cannot adapt to the requirements of the new era. They have a strong sense of protecting traditional villages and cultural heritage, but they do not realize the importance of villages to the inheritance of history and culture. Village development often relies on the government's "independent efforts" and financial and policy support, and villagers' enthusiasm and participation in the protection of traditional villages and cultural heritage are not high, and the government-led cultural and tourism development mode of traditional villages and cultural heritage fails to form a situation of co-construction and sharing by the whole people.

### *3.3 Investigation and Analysis on the Relationship between Economic Development and Protection in Molo Village*

According to the field investigation, governments at all levels have insufficient funds for the maintenance of ancient diaofu and ancient houses. Although there are maintenance funds every year, they can only make minor repairs to infrastructure, and the protection and development of cultural heritage in traditional villages will inevitably be overstretched. The overall development level of the village is low, the protection and development mode is single, there is no industrial projects, tourism development projects and ancient buildings and cultural heritage support, the development of traditional villages is not optimistic.

Rural hollowing is more serious, young and middle-aged people generally go out to work, the elderly and children left behind in the countryside. On the one hand, the buildings of traditional villages are in disrepair and difficult to protect; On the other hand, villagers who work to earn money will destroy old buildings and build new ones, and traditional villages and cultural heritage will be seriously damaged.

With the support of the rural revitalization policy, although the tourism industry of the village has developed to a certain extent, in recent years, due to the impact of the novel coronavirus epidemic, most villagers are in a wait-and-see state: transforming and decorating their own houses requires a large amount of capital investment, fewer tourists, and a long cost recovery cycle; In addition, the village infrastructure is not perfect, it is difficult to meet the needs of tourism.

#### **4. Study on the Path of Protection and Sustainable Development of Traditional Villages in G City from the Perspective of “Rural Revitalization”**

This provides guidance for better research and exploration of the protection and sustainable development of traditional villages and cultural heritage. The form of protection and development of each village should be adapted to local conditions and maintain its characteristics, so it is necessary to actively explore scientific and multiple paths for the protection and sustainable development of traditional village cultural heritage.

##### *4.1 Deepen the Concept of Joint Contribution and Shared Benefits*

The report of the 19th National Congress pointed out that we should “build a social governance pattern featuring joint contribution, joint governance and shared benefits.” Therefore, in view of the low enthusiasm and participation of villagers, local governments at all levels should respect the autonomy of villagers while increasing financial investment and policy support for the protection of traditional villages. Right, so that the benefits of development can be shared by all villagers or society.

In the context of the rural revitalization strategy, the parties funded the construction of a house and gave it to the Village Committee of Molo, so that the local villagers could use it as a homestay and carry out tourism reception services.

Through interviews with the village branch secretary and village chief of Mololuo Village, the author also learned that in recent years, the village has led the local people to develop various industries, such as planting “beauty crisp” apples, carrying out rural tourism reception and animal husbandry industries, but there is a lack of professional talents in tourism promotion. The author believes that the subjective initiative of the villagers should be actively brought into play, their ideas should be updated, the interests of the villagers should be broken down, the first rich should drive the poverty, and the benefits should be shared jointly. While protecting traditional villages, the protection of traditional villages can bring economic development, and the protection of economic development can provide continuous “blood supply” for traditional villages, so that the villagers can truly taste the sweetness brought by economic development. Only so that future generations can “see the mountains, see the water, remember homesickness.”

##### *4.2 Build a Digital Resource Sharing Platform*

At present, the preservation status of traditional villages is not optimistic, facing serious architectural damage, the loss of traditional skills, the disappearance of folk customs, the absence of inheritors, and the serious hollowing out of villages, and there are only orphans, elderly and weak, unable to carry out oral excavation and other prominent problems.

According to the author’s field research, there is currently a private museum in Moluo Village, which is the ancestral home of the villagers, and is managed by the villagers daily and receives tourists. During the interview with the director of the museum, the author learned that at that time, the government or other organizations would give certain subsidies for the maintenance of the museum, but the maintenance

fund gap for the ancient Diaofu is large, and it is now a national protection cultural relic, the maintenance procedures are cumbersome, and there is a lack of professional and technical personnel.

The author entered the museum to visit and found that the facilities in the museum are intact, the items are well preserved, and the architectural style has the characteristics of Jiarong, which is really unforgettable for a long time, and it is also deeply felt that the ancient people's survival wisdom and superb stone building technology.

The author believes that more complete information of traditional villages should be digitized and summarized on the platform to realize the sharing of resource information, deepen more people's understanding of traditional villages, and attract Chinese and foreign tourists to "punch in", which will contribute to the recovery of rural economy and drive the regional economy, so as to realize the sustainable development of traditional villages.

#### *4.3 Create a New Model of Win-win Protection and Development*

Under the strategic background of "rural revitalization", it is necessary to analyze and pay attention to solving the internal contradictions between economic development, historical and cultural inheritance and coordinated development, seek the harmonious unity of historical and cultural value and economic value, and even scientific research value, create a unique rural tourism brand, and help rural revitalization, such as for Moluo Village, While propagandising the history and culture of the East Woman Country and the "coming-of-age ceremony", it can be combined with the local "beauty crispy" and "Tibetan pig leg" to promote the publicity, and use the influence of local "Internet celebrities" to promote the multi-factor integration and development of traditional village industry. Explore the effective path to inherit the historical and cultural value of traditional villages and realize the sustainable development of traditional villages.

### **5. Conclusion**

In the process of field research in Moluo Village, Danba County, the author actively collected relevant materials, analyzed literature, distributed questionnaires, interviewed local villagers, recorded interview summaries, and successively visited the People's Government of Soopo Township, Jiarong Diaolou Cultural Museum, ancient Diaofu, local B&B and other places. From the aspects of natural environment, economic development and villagers' awareness, the prominent problems and causes in the protection and development of traditional villages and cultural heritage in Moluo Village of Danba County are analyzed. It is hoped that the protection and sustainable development of traditional villages and cultural heritage in Tibetan areas and even the whole country can be achieved by deepening the concept of co-construction and sharing, building a new method of digital resource sharing platform and creating a new model of integrated development, so as to inherit and carry forward traditional Chinese culture.

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