Construction of Rural Revitalization and Traditional Architectural Culture Integration Development System Based on Big Data

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Abstract. The construction of China's economic system is at an intermediate stage. We must pay attention to the implementation of Rural Revitalization Strategy while developing urban economy. On this basis, we can not hinder the inheritance of traditional culture. In many rural areas, the cultural connotation of traditional architecture is very high. However, traditional culture is constantly developing and changing. With the progress of big data technology, it is necessary to build a system that integrates Rural Revitalization and traditional architectural culture. This paper briefly describes the concept of big data technology. Finally, this paper puts forward the construction path of Rural Revitalization and architectural culture integration.

Keywords: Big Data · Rural Revitalization · Traditional Architecture · Cultural Fusion

1 Introduction

In recent years, China has promulgated the implementation strategy of Rural Revitalization Strategy. On this basis, the upsurge of Rural Revitalization is set off. Experts believe that our economic system is imperfect [1]. In recent years, the construction of regional economy in China's cities has been gradually accelerated. Rural Revitalization in the North seems to have been forgotten. This issue should be taken seriously. It is worth noting that while rural revitalization, we can not destroy the local cultural environment.

Every village is the result of agricultural civilization. Rural Revitalization is a problem we need to solve. It also proves the growth of Chinese culture. With the development of big data technology, the pace of Rural Revitalization has been accelerated. Traditional architecture is a component of regional culture. Therefore, the integration of Rural Revitalization and traditional architectural culture is indispensable (see Fig. 1). In the strategy of rural revitalization, rural planning is also a part of architectural planning. Firstly, this paper briefly describes the theory of Rural Revitalization Planning. Finally, this paper puts forward the construction of the system of Rural Revitalization and traditional architectural culture integration.

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Fig. 1. Traditional architectural culture is the crystallization of historical civilization

2 Theoretical Analysis of Big Data Technology

2.1 Basic Definition

According to the international literature, we find that there is no unified definition of big data. However, scholars all agree that big data is a large data aggregation. It should meet the functions of large-scale data storage, diverse data storage, high-speed data processing and data storage of different values. The technical basis of big data is Internet mobile data processing. It is a major breakthrough in the IT industry.

2.2 Application of Positioning Data

In the early stage of the development of big data, people use it in marketing. It can analyze the tendency of each consumer to buy goods. Moreover, its positioning target is very accurate. It can analyze consumers' consumption data to get positioning data. It can quickly locate people's purchase needs and facilitate the decision-making of enterprises. It is worth noting that the application error of positioning data is very small.

2.3 Application of Data Classification

In the process of applying Internet technology, we may face many types of data. Moreover, different types of data are processed in different ways. This limits the efficiency of data mining. This will also greatly limit the efficiency of enterprise data processing. Fortunately, big data technology has the function of data classification. It can use very little time to divide the details of the data into different categories.

2.4 Data Reuse

We can't guarantee that every data mining result is flawless. This is unscientific. The error of every data processing can not be eliminated [2]. In order to ensure that the process of data processing will not happen accidentally. We have to be able to keep the original data. Big data technology has the ability of data replication. It can reuse data. These data will be stored in the database.

3 Analysis of Rural Revitalization Planning Based on Big Data

3.1 Planning of Administrative Region

We know that the village should be the smallest component of the administrative district. Its administrative level is very low. However, the planning of administrative region is also an important means of Rural Revitalization. In the process of rural planning, administrative district planning will produce a lot of data. With the help of big data technology, we can analyze the rationality of Administrative Region Planning and its future development orientation.

3.2 Natural Attribute Analysis

Food is the essence of the people. Farmers depend on the weather to survive. This is the unchanging truth. The analysis of rural natural geographical attributes is closely related to agricultural industry. The dependence of countryside on nature is far greater than that of city on nature [4]. In natural attribute analysis, we can also get a lot of electronic data. The in-depth investigation of geographic information data is the deepening application of big data technology.

3.3 Analysis of Human Attributes

The way of self survival in rural areas is relatively closed. Its humanistic characteristics are also very unique [5]. Therefore, many scholars believe that farmers' psychology is very simple. The development of rural history has added a lot of historical precipitation culture. This kind of culture creates a unique human information data. In the analysis of traditional architectural culture, we should also pay attention to the unique style of rural areas.

3.4 New Building Planning

In the process of architectural planning, we must pay attention to the construction of ecological civilization. This shows that we can not easily destroy the surrounding ecological environment. In every village, the cultural heritage of traditional architecture is also necessary [6]. Therefore, we can not easily destroy the traditional architectural culture. We should find a way to integrate the strategy of Rural Revitalization and traditional architectural culture in an all-round way.

4 Main Means of Rural Revitalization Based on Big Data Technology

4.1 Organizational Revitalization

Organizational revitalization refers to the revitalization of rural administrative organizations. We can also understand it as the reconstruction of the party organization. Administrative units are the main strategic bases in rural areas. With the help of big data technology, we need to strengthen the deepening reform of grassroots organizations. On this basis, we should strengthen the efficiency and advantages of the work of administrative units. This shows that big data can promote the revitalization of Party organizations (see Table 1 and Fig. 2).

4.2 Revitalization of Old Industries

Rural Revitalization also includes economic revitalization. The production income of industrial base is an important means of economic development. Therefore, we must revive the old industry and the new industry. This will greatly improve the living standards

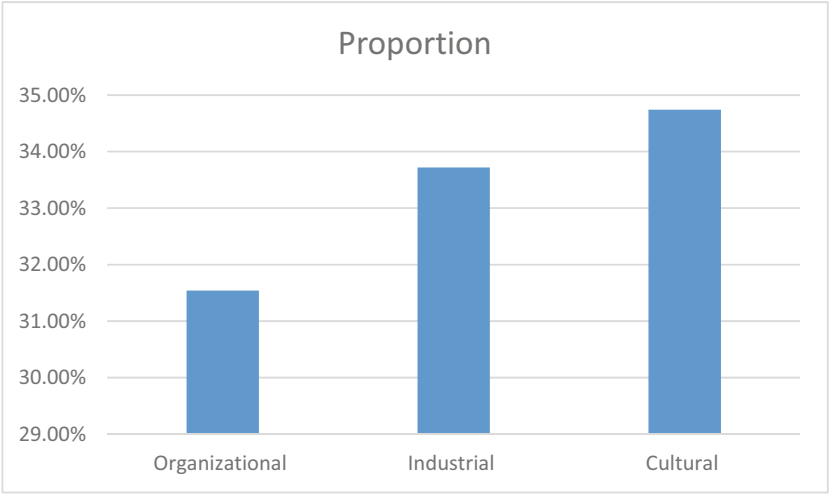

Fig. 2. Proportion of main means of Rural Revitalization

Table 1. The main means of Rural Revitalization supported by big data technology

Rural vitalization	Content	Proportion
Organizational revitalization	Party organization	31.54%
Industrial revitalization	Industrial Renaissance	33.72%
Cultural inheritance	Cultural preservation	34.74%

of farmers. This can also reduce the huge gap between urban economy and rural economy. It is worth noting that the revitalization process of the old industry is difficult. Relevant personnel need to be prepared for a protracted war.

4.3 Revitalization of Traditional Culture

The revitalization of traditional culture includes the inheritance of traditional culture and the revitalization of ecological culture. Excellent living environment is the biggest advantage of rural areas. There is no doubt about that [7]. However, Rural Revitalization will inevitably involve the reform of rural living environment. We should ensure a good ecological environment. Moreover, the inheritance of some traditional cultures around us also needs to be realized. This shows the advantage of cultural preservation of big data.

5 The Path of the Construction of the Rural Revitalization and Traditional Architectural Culture Integration Development System Based on Big Data

5.1 Government Support is Important

In the process of rural revitalization, the government needs to make a long-term plan. The implementation of this program has a scientific evaluation effect. With the support of the local government in rural areas, there is great hope for the inheritance of traditional architectural culture. The government needs to timely avoid unreasonable destruction of construction. Moreover, the local government can also transfer some funds to provide some specific external help for Rural Revitalization.

5.2 Impact of Media Publicity

Many rural traditional architectural culture has been destroyed. This shows that people's awareness of cultural preservation is not enough. On this basis, we can strengthen the propaganda work of the media. The public opinion of the media can create a good atmosphere for the integration and development of Rural Revitalization and traditional architectural culture [8]. Moreover, it can attract a lot of tourists. The income of tourism culture can also be used as the main source of funds for Rural Revitalization.

5.3 Strengthen the Psychological Comfort of Villagers

Every time in the process of rural revitalization, a small number of villagers will appear psychological imbalance. They think it's unreasonable for the house to be demolished. In fact, after the old house is demolished, all the economic losses can be solved by the government. The villagers lost little. We should convey this idea to the villagers. This is also a disguised form of comfort. It is worth noting that the villagers' concept of inheriting traditional culture is also weak.

6 Analysis of the New Requirements of Traditional Architectural Culture Protection Under the Rural Revitalization Strategy

6.1 Humanized Ecological Balance

In rural architectural planning, we must ensure the harmonious relationship between man and nature. Experts can deeply explore the characteristics of traditional architectural culture [9]. We should make the ecological suitability of architectural culture higher. Humanized ecological balance is more important. It is worth noting that in the process of repairing buildings, we should also choose the basic raw materials suitable for good ecological survival.

6.2 Good Civilization Construction

In the protection of traditional architectural culture, we can not change it into a different appearance. This means that we must preserve the soul of rural culture. The implementation of Rural Revitalization Strategy is a double-edged sword. It may indeed have some negative effects. We should try our best to minimize its negative effects. We should attach importance to the comprehensive development of revitalization planning and traditional architectural culture.

6.3 Industry Governance

The potential purpose of Rural Revitalization Strategy is to improve the living standards of rural farmers. It can improve the speed of rural regional economic progress. It is necessary to revitalize the old industrial base in the countryside [10]. However, this revival is not a continuation of the traditional mode of work. We should formulate the strategy of industrial innovation governance. We can continue to use the concept of sustainable development of urban industry.

7 Conclusion

Nowadays, the national government attaches great importance to the implementation of Rural Revitalization Strategy. However, the road of Rural Revitalization is full of difficulties. On this basis, we also need to ensure the complete inheritance of traditional architectural culture. The effective combination of Rural Revitalization and traditional architectural culture is also the expansion of the application of big data technology.

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