

## Research on the Ecological Concept of Traditional Village Tourism Sustainable Development

Jing Ma<sup>1, a</sup>, Wencong Wu<sup>2, b</sup> and Tingting Hou<sup>3, c</sup>

<sup>1</sup>Xi'an University of Architecture and Technology Huaqing College, Xi'an, Shaanxi, 710043, China

<sup>2</sup>Xi'an University of Architecture and Technology Huaqing College, Xi'an, Shaanxi, 710043, China

<sup>3</sup>Xi'an University of Architecture and Technology Huaqing College, Xi'an, Shaanxi, 710043, China

<sup>a</sup>majing1321@163.com, <sup>b</sup>lpjordan007@163.com, <sup>c</sup>505htt@sina.com

**Keywords:** Traditional Village, Ecological Concept, Sustainable development.

**Abstract.** Traditional villages have unique natural environment and cultural deposits, which have become hot spots of tourism exploitation. However, as a special landscape form and cultural connotation of rural cultural landscape, its resources have the characteristics of scarcity. In this paper, based on the perspective of ecological civilization, analyzing the traditional village tourism development present situation and problems, puts forward some strengthening countermeasures and suggestions for the sustainable development of traditional villages in China. To fully protect the diversity of traditional village tourism resources and the ability to survive.

### Introduction

Traditional village eco-tourism is proposed based on the ecological concept of a kind of traditional village tourism activities. The traditional village as the background, mainly through the protection of the environment so that the local ecology and population to the purpose of sustainable development. Ecotourism is an effective means and a way to implement sustainable tourism in traditional villages. At present, ecotourism is very popular because of its concept of advocating human's production, life and social harmony and realizing regional sustainable development. With the continuous development of eco-tourism, it is no longer confined to some natural areas, also includes some of the unique social and cultural areas, the main is that some people need to work hard to protect the fragile zone of culture.

### The necessity of the traditional village tourism development and trends

Follow the ecological civilization refers to human beings, nature, society harmonious coexistence, benign circulation, comprehensive development, sustainable prosperity for the purpose of the basic form of ethical culture. Ecological civilization as ecology embodied in social civilization, people continue to overcome the negative effects in the process of transforming the objective material world, actively improve and optimize the relationship between man and nature, human, construction and orderly ecological operation mechanism and a good ecological environment of the sum total of material, spirit and system result[1]. The traditional village tourism development has become an important content of tourism industry. First of all, as the economic globalization and industry in China and the development of urban integration, more and more people are eager to return to natural. Second, the overexploitation of natural resources and human waste of the ecological environmental damage caused by more and more people begin to pay close attention to the sustainable development of ecological road. Finally, the traditional village landscape artistic conception of perception and experience has become a modern the most fashionable and attractive rural tourism activities. Visitors can experience country life and experience rural culture

### The existing problems in the development of traditional village tourism

**Weak protection consciousness.** Traditional village cultural heritage is facing the rapid extinction period, which is closely related to the thought of traditional village residents and grassroots cadres. Some people regard traditional villages as a symbol of poverty and backwardness. Many residents

believe that the new countryside construction is to dismantle old houses to build new houses, and lack the protection awareness of ancient buildings [2]. Residents of traditional villages are the main forces protecting historical and cultural heritage. However, the protection of the publicity of education is not enough, the farmers' cultural level is limited, and the influence of the village cadres' ideology is not in place, which makes the traditional village protection difficult. With the improvement of people's living standard, the living environment of traditional villages cannot meet the needs of the ever-developing way of life, and many villages have built new houses. New buildings and new decorative styles have destroyed the harmonious atmosphere of traditional villages. The ancient style of the traditional village is not sustainable.

**Excessive tourism development.** Tourism development is a double-edged sword, on the one hand, can make the tourists at home and abroad enjoy cultural heritage tourism development retained by the rich culture and unique style, reflect the social value and economic value of cultural heritage. On the other hand, excessive tourism development destroys these non-renewable resources. Some traditional villages pay attention to tourism development and neglect protection. In some places, residents have been moved to transform traditional villages into a comprehensive venue for tourism services and recreation facilities. New hotels and restaurants have destroyed the integrity of traditional villages. Extensive development of traditional village tourism, unrestricted reception of tourists, beyond the number of traditional villages can carry. In addition to the inadequate protection measures, tourists vandalized buildings and caused serious damage to the cultural heritage.

**Lose the original true life.** The strong cultural atmosphere, unique landscape, the primitive folk customs are the characteristics of traditional villages. However, under the premise that cultural heritage protection is weak and the method of protection is unscientific, some developers are destroying these precious cultural resources for profit. The old style of traditional villages has been changed, and the historical and cultural atmosphere has disappeared. Some rural traditional culture, traditional skills, traditional festivals have been reformed too formalized, some places to attract tourists and even the same celebrations and plays every day. Artificial landscape, false festivals, unreasonable human factors make traditional village cultural heritage tourism cultural content greatly discounted. The pursuit of economic benefits and neglect of the original authenticity of cultural heritage protection are contrary to the laws of cultural heritage protection and will not have long-term vitality.

**The natural ecological environment is destroyed.** Traditional villages attach great importance to the influence of natural landscape, and pay attention to the unification of architecture and natural environment. It is the philosophy of "the unity of heaven and man" in ancient China. Excessive construction leads to the occupation of land, destruction of forests, polluted rivers and other problems, and produces a lot of construction waste. Due to the rapid economic development and the rising living standards of the residents, the traditional villages have been damaged constructively. Destroy the whole ecological environment of traditional village

### **The suggestions for the sustainable development of traditional villages**

**Plan ahead and avoid blindness.** Traditional village tourism is a systematic project that must be planned first. To avoid falling into a new round of "protection", the government must play its leading role, organize experts to traditional village tourism pulse, regional distribution of the scenic spots and differentiated planning and design. At the same time, the development of any resource can change or destroy the original state. Therefore, in the planning, we must adhere to the overall protection principle, adhere to the organic update, and keep the ancient village's historical readability [3]. Nowadays, consumers' demand for tourism is more personalized and diversified. The development of traditional village tourism is to preserve the local characteristics and protect the original authenticity of ancient village history and culture, and cannot blindly follow the wind. Remove some uncoordinated buildings and restore the native environment of traditional villages. Maintain the original style of traditional villages and local traditional rural folk customs. The true embodiment of "people living in the farmyard and enjoying idyllic" is the successful traditional village tourism development.

**Preserve traditional villages in the original true.** The development of traditional village tourism is to retain the local characteristics, to protect the ancient village of history and culture of the original. The cultural hollowing-out is the most important reason for the loss of the traditional villages, and also the important factor of the homogenization competition in the traditional village tourism. In order to cater to tourists' design and development, traditional villages have been over-commercialized, unified and lacking in features. However, in addition to appreciating ancient architecture and village patterns, traditional village tourism is also a major factor attracting tourists. In the protection and development of traditional villages, we should pay attention to the protection of the original authenticity of the houses and cultures, so as to unify the traditional style and modern facilities, and realize the differentiated competition in the tourism market. In order to protect the original authenticity of traditional villages, the following measures can be taken: to establish the archives and professional planning schemes for the restoration of ancient buildings; developing folk culture and activities with regional characteristics; reducing the tourism business atmosphere of traditional villages; to guide the transformation of the idea of residents. The combination of tradition and modernity is achieved with local conditions.

**Pay attention to the humanities and the natural harmony.** In terms of development strategy, different regions should be based on their respective resource advantages to establish different development ideas and adopt the path of sustainable development. Traditional village tourism development work should pay attention to harmony, inheritance culture, avoid excessive modernization [4]. Following the principle of landscape aesthetics, we should pay attention to the harmonious integration between humanity and nature, inherit the traditional folk culture, and strictly control the development of development. In traditional villages, new tourist facilities should not be built, which should be kept in line with the original buildings and should be avoided as far as possible. Because the traditional village is a historical heritage, which destroys the original flavor, it greatly destroys its characteristics and cultural value. Without scientific planning and management, blind development can only accelerate the death of vitality.

**Improve the tourism service infrastructure.** In order to further adapt to the experience tourism needs, to solve the existing problems, it is necessary to improve the tourism service infrastructure as soon as possible including the following items. First, the architectural style of infrastructure should be coordinated with traditional village environment. To meet the requirements of different levels of tourists, a small number of modern hotels can be built around traditional villages. Secondly, the location and layout of infrastructure should not destroy the traditional village architecture environment. Third, the traditional village tourism logo design as possible to achieve the integration of internationalization and specialization. Fourth, improve the construction of traffic between traditional villages and scenic spots, improve the accessibility of scenic spots, strengthen the connection of scenic spots and share resources. Fifth, in the traditional village tourism scenic spots set up tourist counseling and guest complaints center to meet the experience of travel and travel requirements.

## Conclusion

In short, traditional Chinese villages are a special cultural eco-tourism resource, which is unique and irreducible. In order to better protect the special tourism resources of traditional villages, this paper puts forward the suggestions of traditional villages for eco-tourism. Due to the development of science and technology, the progress of the society, the improvement of tourism development and planning ideas and technological innovation, so traditional villages in ecological tourism development mode is worthy of further discussion. The sustainable development and utilization of traditional village landscape value and cultural value still have a long way to go, and opportunities and challenges coexist. It is not only the concern of traditional village residents, but also the joint efforts of the whole society. Although there are various problems in the development of traditional village tourism, there will be more room for development in the future.

### Acknowledgements

Scientific Research Program Funded by Shaanxi Provincial Education Department (Program No. 16JK2089)

### References

- [1] Ke Wang, Xiufeng Ma, Xiaoshuang Wang. Journal of Hengshui University. Vol 19(2017),p. 59-64. (in Chinese)
- [2] Haifan Chen, Nan Li, Zhirui Mao. Architectural Journal,(2011),p 100-103. (in Chinese).
- [3] Xiane Li and Li Liu. *Study on the construction of ecological civilization resource rich region system in West China*. ShaanXi Peoples's Publishing House, (2012). in press
- [4] Bingyi Li, Xueyi Shi. Research of Soil and Water Conservation. Vol 23(2016),p. 256-261. (in Chinese).