



Research on the Protection and Development of Southwest of Zhejiang Traditional Villages: Based on Ecological Theory

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ABSTRACT

Traditional Chinese villages contain rich natural ecological scenery and profound historical and cultural heritage. They are the spiritual home of our nation and the essence of agricultural civilization for a long time. However, with the acceleration of urbanization and the development of rural urbanization and agricultural modernization, traditional villages are facing a crisis of disappearance. With the continuous and rapid development of China's economy and society, strengthening the protection of the natural ecological environment, the protection of ancient buildings in traditional villages, and the protection of intangible cultural heritage have been put on the agenda. It can not only increase China's influence in the world, but also improve our country's cultural soft power. It has practical value and historical significance for building a "rich, strong, democratic, civilized, harmonious and beautiful" socialist modern power. This article mainly takes traditional villages in Southwest of Zhejiang area as an example, introduces sustainable development theory and coordinated development model, and conducts research and discussion on its protection and development.

Keywords: Southwest of Zhejiang area, Traditional villages, Protection, Development

INTRODUCTION

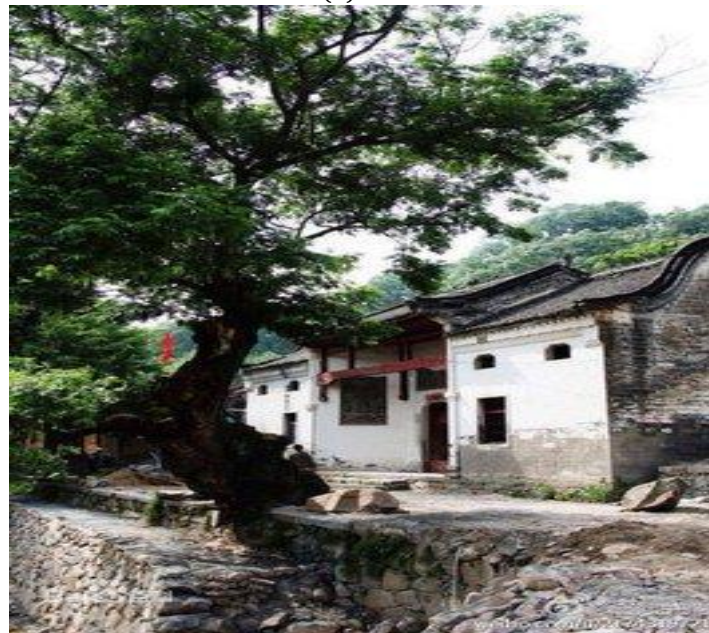
In the process of gradually strengthening urbanization in China, the protection of intangible cultural heritage is gradually deepening [1-3]. In order to meet the needs of the development of the times, some traditional villages have gradually lost their original characteristics (Fig.1). It is urgent to carry out the protection of traditional villages, which is also to meet the specific requirements of the protection of the natural environment and ecological development [4-6]. The protection and development of traditional villages is conducive to enhance China's current cultural construction and has a wide range of cultural heritage practical significance [7].



(a)



(b)



(c)

FIGURE 1 Traditional villages of China

Chinese traditional villages were created under the background of ancient farming civilization^[8-11]. With the continuous development of Chinese society and the continuous progress of science and technology, traditional villages gradually showed signs of not adapting to contemporary development. At present, the status quo of many traditional villages in China has been unable to meet the needs of the villagers, which has caused a large number of traditional villages to be replaced by modern new countryside^[12-14]. If you want the traditional village culture to continue in the state of existence, the protection and development of the traditional village is the key. Only the life culture full of the times and fine traditions can the traditional village have vitality. This requires traditional villages to keep pace with the times and have a sense of the times. We must innovate in the inheritance, advance with the times, and truly realize the protection and development of traditional villages^[15]. Among them, rural tourism is an effective way to promote the protection of traditional villages. In the traditional villages of Southwest of Zhejiang area, scientific and reasonable methods are used to vigorously develop the tourism industry, and use leisure, vacation, cultural visits and other functions to restore traditional handicraft production and operation activities^[16]. In the process of paying attention to the excavation and inheritance of traditional villages and rural culture, we should also pay attention to the protection of places to avoid excessive development^[17-19].

In the protection and development of traditional villages in Southwest of Zhejiang area, attention should be paid to "de-urbanization", that is, to get rid of the influence of modern urban culture and achieve a rational return. The construction of livable villages is to realize agricultural modernization, promote the development of agricultural economy, improve the overall development capacity of rural society, improve the quality of life of rural residents, further promote the construction of rural culture, revitalize traditional culture, and continuously improve the charm of rural society to restore Traditional villages, so as to realize the dream of beautiful villages with Chinese characteristics.

MATERIALS AND METHODS

Study area

Southwest Zhejiang refers to the area around Lishui, including Longquan, Yunhe, Songyang, Qingtian and Jinyun, which is also the upper basin of the Ou River.

There are more than two hundred ancient villages hidden in the gullies of the Ou River, few of which have been influenced by the Huizhou school of southern Anhui, showing the architectural style of tile and powder walls, but more of which follow the characteristics of tile and earth walls in the Central Plains.

This article mainly uses literature research and field survey methods to conduct research, sort out the first-hand data obtained, and introduce sustainable development theory and coordinated development model to sort and analyze the obtained data.

RESULTS AND DISCUSSION

Protection and development of traditional village culture

China is a country with a long history of agricultural civilization. During this long historical development process, traditional villages have gradually formed. Traditional villages are an important carrier of Chinese traditional farming civilization, and the rural culture contained in traditional villages is the soul of China's long farming civilization. The two are inseparable and integrated with each other. In the study of traditional villages and rural cultural protection, the purpose is to emphasize the integration of traditional villages and rural cultural protection.

(1) The concept of traditional villages and rural culture

In China, traditional villages are also called ancient villages. Traditional villages generally refer to the concept that they were formed earlier, contain many traditional cultures, represent ancient agricultural civilizations, have a rich accumulation of local culture, and can reflect the concept of a humane environment in which people in ancient China live in harmony with nature. It has many aspects. It has considerable value, not only in cultural history and art science, but also in social and economic development. Traditional villages are an important symbol of Chinese agricultural civilization. It is a microcosm of ancient Chinese agricultural society, reflecting the production and life of traditional rural areas.

(2) The significance of cultural protection of traditional villages

With the long-term development of China's agricultural civilization era, traditional villages have emerged accordingly. It is the product of the agricultural era and the spiritual food of the Chinese people. It carries the memories of the vast majority of Chinese people's history and has historical value and cannot be ignored. Practical significance. Not only that, traditional villages also have great value in protecting Chinese cultural heritage. Traditional villages contain rich rural traditional culture. Rural traditional culture is an important cornerstone for the development of China's 56 nationalities, an important nutrient for the reproduction of cultural industries, an important content of China's intangible cultural heritage, and a carrier of the spirit of the great Chinese nation. From the current point of view, the development of China's rural modernization needs to learn from traditional villages. The simple ecological development concept of "harmony between man and nature" contained in traditional villages is the great wisdom of the predecessors, and it also reflects the harmony and tolerance of our Chinese nation. Traditional villages can provide some reference for the ecological development of modern rural society and the construction of beautiful villages.

There is a problem

At present, Chinese traditional villages basically have a long history and culture, a deep foundation, a distinctive style, and a strong and simple folk customs. Although the villages listed in the traditional Chinese villages all started in strict accordance with the protection and development plan. However, according to the general requirements of the national strategy, with the continuous promotion of the rural revitalization strategy, there are still many problems and obstacles in the protection and development of traditional villages, waiting for us to solve them.

The overall planning is not perfect and the standard is low

As for the village planning of traditional villages in Southwest of Zhejiang area of China, although it has been initially completed, the completeness of the planning is not perfect. The overall quality of the buildings in the existing planning area is not high, and it is difficult to meet the needs of the villagers' multicultural life. Due to the low planning standards, some villages have added some modern elements and lacked some traditional culture when preparing village plans. New buildings are mixed with historical sites, incompatible with ancient villages, and even interfere with each other. Therefore, it is urgent to re-plan and strengthen follow-up management and service work.

Backward infrastructure and lack of industry

Some villages in Southwest of Zhejiang area are still located in remote and backward mountainous areas, with inconvenient transportation, backward infrastructure and poor living conditions. The old houses in the village are mostly civil and stone constructions, and some have been vacant for a long time and are in disrepair. Due to material aging and functional decline, traditional houses will have varying degrees of damage and safety hazards, such as wall collapse, roof leakage, moth eaten, etc., which need to be repaired and protected. At the same time, due to the lack of industrial support, in most traditional villages,

economic development is still in a lagging state, and it is difficult to find a development method that breaks the gap between tradition and reality.

Weak ideology and insufficient understanding

According to the survey results, most people in Southwest of Zhejiang area generally lack the awareness of the protection, development and utilization of traditional villages, and also lack the awareness of the scarcity and non-renewability of resources such as historical culture and intangible cultural heritage, which leads to insufficient awareness. Attach importance to traditional villages, the investment and management of traditional villages are insufficient, and they have not been protected and developed fundamentally. In the renovation of dilapidated houses and the reclamation of homesteads in the past few years, the main method of "demolition of the old and new, abandoning the old and building the new" was adopted. However, there are few measures to restore the old buildings; some folk cultures are on the verge of extinction, and many The pattern of the village and the ecological environment are constantly being destroyed, and many traditional skills and folk arts lack inheritors. Folk culture is basically mastered by the middle-aged and elderly people in their 60s and 70s, and they are facing the risk of being lost. Due to the lack of protection awareness, the natural nature of the cultural resources of the village was destroyed, the spread of folk culture was hindered, and the traditional culture lacked continuation and inheritance.

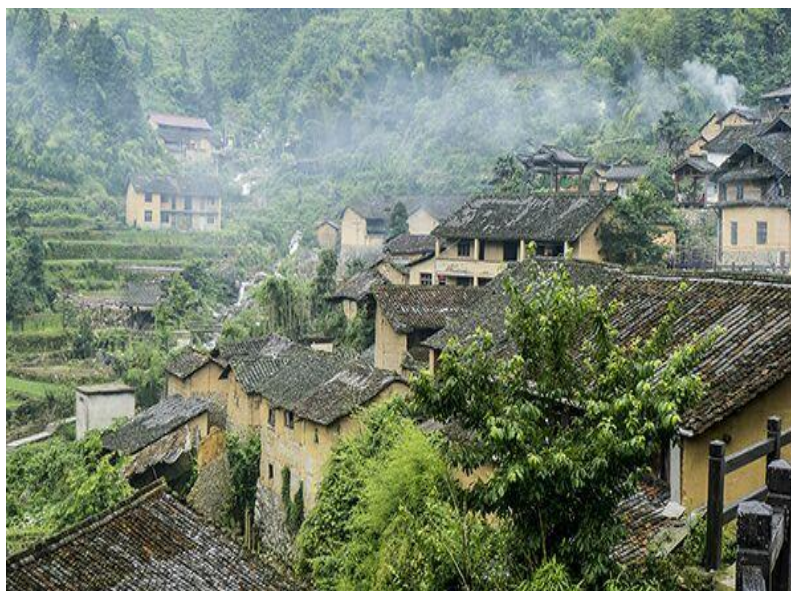
The "three modernizations" are more serious and the population is lost

For a long period of time, due to the continuous development of China's secondary industry and the rapid expansion of cities, a large number of rural people have moved out of the countryside to seek jobs in cities. The loss of a large number of people has gradually caused rural labor to flow to cities and towns, leaving only villages. The next part of the lonely elderly, this has led to the gradual disintegration of the production and life of the village, and the phenomenon of people leaving the village empty, from "empty nest" to "abandoned nest", generally showing the situation of empty family nests and hollowing of the countryside. This is what the relevant personnel discovered when investigating folk culture in the recent period. This drastic change has caused a serious impact on the ecology of traditional villages. The protection and development of traditional villages should take protection as the core. At the same time, scientific, reasonable and effective development plans should be formulated according to local conditions to promote the sustainable development of traditional villages.

SUGGESTIONS AND COUNTERMEASURES

Rejuvenate the countryside and promote the scientific and reasonable development of traditional villages

The protection and development of traditional villages is an important part of rural revitalization. According to the relevant national policies, coordinating the protection, utilization and development of traditional villages and maintaining the integrity, authenticity and continuity of the villages is currently a relatively important task. First of all, the Southwest of Zhejiang area needs to strengthen the protection of traditional villages, respect traditional architectural styles, repair and protect endangered buildings, seriously deal with buildings that affect the overall appearance of the village, respect the traditional site selection mode and the interdependence of the surrounding landscape environment, and pay attention to the whole protect and prohibit various sabotage activities; respect the dominant position of villagers as owners of intangible cultural heritage, establish the villagers' subjective consciousness, comprehensively protect cultural relics, historical buildings, traditional houses and other traditional buildings, and maintain traditional ecology. Secondly, in accordance with the strategic goal of rural revitalization, we should speed up development. According to the overall requirements, we should closely integrate the revitalization of traditional villages and rural revitalization, and jointly promote, and further achieve a beautiful village with strong agriculture and rich farmers (Fig.2).



(a)



(b)

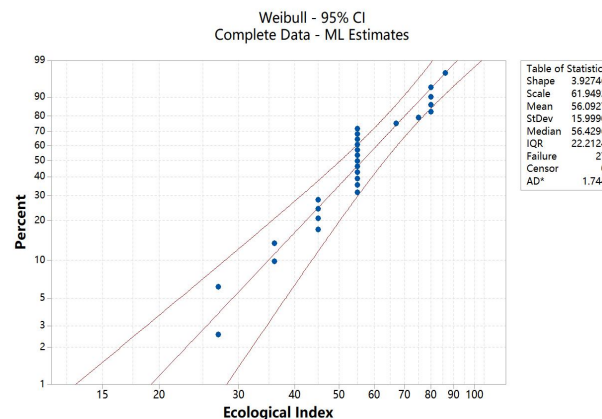
FIGURE 2 Integrate of traditional villages

Industrial integration to enhance the development space of traditional villages

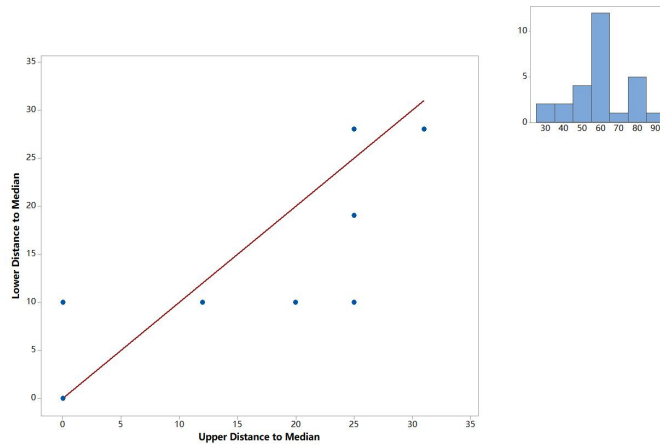
For the development of Southwest of Zhejiang traditional villages, it is necessary to adopt scientific and reasonable methods, but also to support a strong industry, and take a new path of integrated development of the three industries. First of all, we can innovate the development model, relying on the developed computer network system, domestic and foreign tourism resources and the very considerable tourism market, and gradually build an innovative and experiential traditional village of green leisure, and further promote the development of traditional cultural industries. Secondly, pay attention to the development of the cultural connotation of traditional villages, focus on building "ecological villages" combined with ancient buildings and natural landscapes, and develop the rural tourism industry. Finally, it analyzes the advantages of Southwest of Zhejiang traditional villages that are different from villages in other regions, creates a unique agricultural product brand with Southwest of Zhejiang characteristics, and improves the agricultural product industry chain. The primary, secondary, and tertiary industries in traditional villages will be further integrated, the development level of traditional villages will be improved, and the industrial vitality of traditional villages will be enhanced, so as to truly realize the prosperity of the village industry.

Dig into the characteristics and attach importance to the value orientation and connotation construction of the village

According to the current situation, the construction and development of traditional villages in Southwest of Zhejiang should follow the relevant requirements of the rural development strategy, consider protection and development strategies, and industrial layout to further promote the protection of traditional villages and ensure their long-term sustainable green development. The protection of Chinese history and culture has attracted the attention of most people. The key content of the protection and development of traditional villages is "cultural connotation and value orientation". Traditional villages should always proceed from cultural protection, without destroying cultural authenticity and Under the premise of completeness, carry out corresponding reform and development. The protection of traditional villages must pay attention to the protection of traditional characteristics and cultural inheritance in order to speed up the cultural connotation of traditional villages. In addition, dig deeply into local culture, pay attention to architectural culture, intangible cultural heritage, folk culture, ethnic culture, ecological culture and other traditional rural culture, promote the development and cultural integration of traditional villages, and vigorously develop projects that meet the cultural characteristics of traditional villages (Fig.3). Conducive to the formation of a characteristic industrial chain.



(a)



(b)

FIGURE 3 Statistical results of data

Integrate resources and broaden sources of funds for the construction of traditional villages

In the face of the shortage of funds for the protection of traditional villages, it is necessary to comprehensively consider and raise funds from as many angles as possible to further expand the source of funds for the protection of traditional villages. The first is to change the inner attitude, change the previous idea of waiting for subsidies from superiors, change the passive state, actively seek development funds, promote the "traditional village + cooperative" or "traditional village + cooperative + company" model, and at the same time attract through dividends, Encourage villagers to participate in capital investment, or outsource the overall investment management project to a company in order to further solve the funding problem. At the same time, the establishment of traditional villages and rural tourism groups to create an integrated landscape of "production, villages and scenery". Excavate the traditional cultural resources in traditional villages, develop a village tourism economy with local characteristics, activate rural elements, protect ancient ecological buildings, inherit and carry forward traditional culture, and find local characteristics from traditional culture to better promote the Southwest of Zhejiang region Protection and development of traditional villages.

Strengthen management and supervision to improve people's sense of identity with traditional culture

First, strengthen publicity and education, and carry out popularization and education of relevant traditional cultural knowledge through the "online + offline" publicity model. "Online" publicizes the reasons and importance of traditional village protection through TV, Southwest of Zhejiang local official website, local government WeChat public platform, etc.; "offline" conducts traditional cultural knowledge protection publicity lectures through Southwest of Zhejiang Traditional Village Protection Working Group, And explain in detail protection strategies and methods. Second, strengthen the supervision and management of the protection of traditional villages. The government departments in Southwest of Zhejiang area should continuously improve their service management and responsibility supervision capabilities, and conduct a comprehensive understanding and analysis of traditional village resources in their jurisdiction. Third, increase policy support. The party committees and governments at all levels in Southwest of Zhejiang should actively introduce relevant policies to protect traditional villages, gradually increase investment in the protection and development of traditional village resources, and include traditional village protection and development funds into the fiscal budget at the same level. Encourage and absorb private capital to participate in the protection and development of traditional villages through land and housing property rights replacement or leasing.

CONCLUSION

China has undergone five thousand years of historical changes and has accumulated a profound Chinese civilization. Farming civilization is an important historical witness in Chinese society development. Traditional villages are one of the important forms of expression, showing the essence of Chinese culture. Witness every progress and development of the country. Traditional villages are also facing many challenges in the development of the new era. Strengthening the protection of traditional villages and promoting their development reasonably so that they can make greater contributions to Chinese culture are issues that cannot be ignored in our era of technological progress.

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