

# Study on Cultural Tourism Development of Suburban Red Traditional Villages—Taking Gaoyaohe Village in Zhongzhan District of Jiaozuo City as an Example

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**Abstract:** In recent years, traditional villages in China, which have been called "pearls of traditional culture" and "treasures of folk art", have become more and more the focus of people's attention because of their historical and cultural uniqueness. However, under the background of rapid social and economic development, the survival and development of traditional villages have been strongly impacted, and more and more traditional villages have become depressed and even disappeared from people's sight. This paper discusses the traditional village case of Gao Yao He Village in Zhongzhan District of Jiaozuo City, analyzes and researches how to deal with the balance between the protection of traditional villages and tourism development from the ecological and cultural perspectives, provides a reasonable planning plan for the protection and development of Gao Yao He, puts forward the strategy of protection and development for the traditional villages with a red cultural background, and hopes to provide ideas and references for the protection and development of traditional villages.

**Keywords:** village conservation; red culture; industry; cultural tourism

## 1. Village Overview

Located in Zhongzhan District of Jiaozuo City, Gaoyaohe Village is surrounded by rich humanistic landscapes and natural resources. Zhongzhan District is an urban area in the western part of Jiaozuo City, rich in mineral resources and with a long history. The ruins of Fucheng, located in the southern part of Zhongzhan District, are listed as a national cultural relics protection unit, which was a settlement in the early Shang Dynasty; the mausoleum of Xu Heng, a politician, educator and astronomer of the Yuan Dynasty, located in the central part of Zhongzhan District, is listed as a provincial cultural relics protection unit; and the ecotourism scenic spot of Fenlin Gorge, located in the northern part of Zhongzhan District, is a resort for recreational travel and vacationing in summer vacation. The distance from Gaoyaohe Village to Longxiang Street Office is about 9 kilometers, and the distance to the city center of Zhongzhan District is about 16 kilometers, both within half an hour's drive, which is a typical suburban type of countryside.

## 2. Environmental and resource analysis

### 2.1. Natural features

The layout of Gao Yao He Village exhibits a distinctly mountainous character, with a backdrop of slopes and a relatively compact and centralized layout. The mountains have been organized to form terraces of different heights, with the outer side of the terraces clad in stones, and the mansions inside the village are situated on the terraces one after another, with longitudinal and transversal paths connecting the terraces of different heights, and the village as a whole presents a staggered form. Inside the village, there is a cypress that is more than 200 years old, which was given by the emperor in the Qing Dynasty and is listed as a famous ancient tree. The highway runs around the village from the outside, ensuring the quietness of the interior of the village while avoiding the destruction of the internal texture of the village.

## 2.2. Traditional building resources

GaoYaoHe village northwest of the top of the hill there is an ancient cottage, by the village extends out of a small road can be convenient to reach here. The top of the hill is relatively flat, surrounded by the fortress wall, the fortress as a whole sits north to south, the plane is oval, narrow in the north and wide in the south, the length of the north and south is about 50 meters, the east and west of the widest point is about 25 meters, the entire fortress is made of green stone masonry. The internal building of the cottage only remains in the middle of the west side of the lapis lazuli foundation, around the cottage wall is relatively well preserved, the highest part of the cottage wall is about 5 meters, the widest part of the wall is 1.6 meters, the cross-section is trapezoidal, on the narrow and wide. Inside the village, there are two bluestone mansions, which are residences of the Qing Dynasty. Xianfeng years, high kiln river village Xu's ancestors imitated the apes and monkeys to create their own white back fist, xiuwu county Guo Zafen from childhood with Xu's ancestors to practice martial arts, as much as possible to get the true tradition, twenty years old in the martial arts, was awarded the "Wude Cavalry Lieutenant", Guo Zafen glory to return to their hometowns, in order to thank the master, in the village of high kiln river to build the two lime stone house courtyard. Guo Zaifen, a martial arts scholar, personally wrote "Grace from the North" and "Poetry and Rites for the Family" on the lintel of the two courtyards, and the stone buildings are still intact after a hundred years, and the story of honoring the teacher has been passed down from generation to generation. In addition, there are many other stone dwellings built in different periods in the village, which together constitute the distinctive traditional architectural landscape of Gao Yao He Village (see Figure 1).



Figure 1: General view of Gao Yao He Village

## 2.3. Red Cultural Resources

GaoYaoHe village has a glorious revolutionary tradition, the war of resistance and liberation war period was born in the famous "Taihang eight British", the old movie "mine war" story prototype is the anti-Japanese war happened in the village of GaoYaoHe near the deeds. At present, GaoYaoHe belongs to ZhaoZhuang Village has been identified as "National Women's Patriotism Education Base", the second batch of the province's rural recreation tourism demonstration villages to create units, JiaoZhou City, the CPC history of learning and education base and JiaoZhou City, primary and middle school study trip practice base, etc., the GaoYaoHe Village has built the "TaiHang eight British" square. GaoYaoHe Village has built the "Eight Ying of Taihang" Square.

## 3. Village planning strategies

Planning a good prospect for the future development of the village, one-sided protection is certainly not conducive to development, one-sided development is not good, and ultimately to seek a balanced combination, in the premise of economic development to better show the cultural characteristics. In the planning and design of villages and renewal and renovation, the most important point is to fully understand the local cultural traditions and explore the local cultural characteristics. While focusing on the protection and inheritance of traditions, it is important to be able to fully explore the local cultural heritage features, to build the unique spiritual landscape belonging to the local villages, so that the original ecological villages become a kind of distinctive culture and go to create value<sup>[1]</sup>. To analyze our case from an ecological and cultural point of view, to find a breakthrough in design, to analyze and study how to deal with the balance between the protection of ancient villages and the development of other aspects, which is not only a theoretical problem, but also a practical problem<sup>[2]</sup>.

### 3.1. General Planning Ideas

According to the preliminary data collection and base research, fully exploring the red culture and resources of Jiaozuo GaoYaoHe area, the development theme of GaoYaoHe Village is determined as "GaoYaoHe Cultural Reproduction and Experience". The overall strategy is to make full use of the local red cultural resources and configure the functional space around the traditional red culture, such as the red cultural exhibition hall, cultural square, etc., and at the same time to carry out the functions and spatial support needed for cultural tourism, such as recreational lodging, cultural commercial street, leisure and resort area, and quality development training center. In order to preserve the original style as much as possible, the planning combines the actual terrain, sets up the corresponding landscape nodes and landscape axes, and connects the tour routes within the site. On this basis, the village environment and space are organized, resulting in the general plan of Gao Yao He Village planning (see Figure 2).



Figure 2: General Plan of the Village of High Kiln River Plan

### 3.2. Space structure layout

The main goal of the future planning is to combine the villages around the Gao Yao River to create a comprehensive tourism, innovative and comprehensive development, while forming a spatial pattern of "one center, two corridors and three belts" based on the mountains and forests.

One heart - ecological green core. Characterized by ecological low-carbon, through the integration of trails, small landscapes, green space, culture, the formation of ecological landscape green heart.

Two corridors - slow life corridor and leisure ecological corridor. Relying on the existing road network and woodland landscape, combining with local characteristics, planting vines and large-leaved canopy vegetation, forming a green slow-moving ecological corridor around the mulberry orchard and the existing county road, which mainly relies on walking and cycling. Combined with the greenway system, it will form a scenic route for rural leisure and tourism.

Three belts - cultural tourism experience belt. High kiln river and other areas with red culture as the theme, to live red culture pavilion, ancient streets, art village and other forms, with high-tech as an auxiliary, to create a live experience of red culture, edutainment and fun; green health and leisure belt. Relying on the peach blossom of mountain temples, tea gardens, ecological farms, flower seas and other woodland features and health projects, to create a green health and leisure belt integrating ecology, health and leisure; outdoor extreme experience belt. Combined with the terrain and functional positioning of the narrow gate, the narrow gate to build interesting slide, enrich the narrow gate access route, improve the narrow gate outdoor experience program.

### 3.3. Industrial planning

The industrial planning mainly takes the development of cultural tourism as an opportunity, is guided by the concept of industrial integration and coordinated development, takes tourism services as the core, takes the four major projects of "integration of agriculture and tourism, culture and tourism, industry and tourism, and race and tourism" as a hand, adjusts the industrial structure, improves the level of industry, and forms an upgraded industrial model guided by tourism services. Focus on promoting agriculture, processing industry, cultural and creative industry to provide landscape, service facilities, basic raw materials and tourism commodities for tourism. Concentrate on the development of red tourism, traditional villages, leisure experience and comprehensive services as one of the tourism industry, while supporting the development of cultivating the training and conference industry and the leisure and entertainment industry, so as to form an industrial chain with the tourism industry as the leading service industry and the upstream and downstream industries connecting with each other.

Relying on the needs of various projects in the cultural tourism service industry to develop industrial space, integrating the twelve cultural tourism functions of eating, living, traveling, touring, purchasing, entertaining, business, learning, meeting, physical fitness, resting and recuperation, and perfecting industrial space, so as to make the industrial space serve the cultural tourism, perfect the basic services of the cultural tourism and create a complete industry chain in the whole region, promote the development of the industrialization of the cultural tourism in the region, and support the healthy and sustainable development of the cultural tourism.

## 4. Architectural Renewal Strategy

On the basis of full cognizance of the original building resources, combined with the functional and spatial needs of the planning ideas, to carry out the alteration and new building. The representative of the alteration type of building is the Red Culture Pavilion, and the representative of the new building type is the Quality Expansion Training Center. Through the reconstruction and new construction, it is hoped to provide corresponding space for the formation of a complete cultural tourism industry.

### 4.1. Red Culture Pavilion Design

Red Culture Pavilion monolithic relying on the Qing Dynasty stone masonry residence for reconstruction, the main function is to publicize and display the red culture of GaoYaoHe Village and the surrounding areas, where the terrace is higher than the other terraces, and is located in the focal point of the whole village in the overall layout, playing a key role in emphasizing. The architectural shape of the Red Culture Pavilion adopts the idea of contrasting the old and the new, and the addition part of it adopts new materials and new techniques, but integrates distant mountain elements in the façade, so that the new part of the block can better establish a coordinated relationship with the surrounding mountain environment (see Figure 3). In front of the Red Culture Pavilion, two distribution plazas and a stepped walkway are designed to emphasize the axially and ceremonial sense of the site environment.



Figure 3: Red Culture Pavilion Modeling Design

The graphic design of the red culture exhibition hall firstly needs to meet the basic functional



requirements of the exhibition hall building, utilizing the original old building, replacing the original living function with the exhibition function, and adding new exhibition halls around it, forming complementary shapes, spaces and functions between the old and new buildings, and jointly realizing the requirements of the red culture exhibition hall such as functional zoning, flow connection, ventilation and lighting, etc. Inside the red culture exhibition hall, the stone masonry residential building is in the form of a courtyard, transforming the main house and the compartments into exhibition hall spaces. Inside the Red Culture Pavilion, the stone masonry residential building is in the form of a courtyard, and the main room and compartments are transformed into exhibition hall spaces, which are connected by a corridor. The addition of part of the building adopts a "U"-shaped surround, the use of one-sided corridor form of transportation, functional space by the corridor series, conducive to the realization of visitors to the complete tour of the visit experience (see Figure 4).

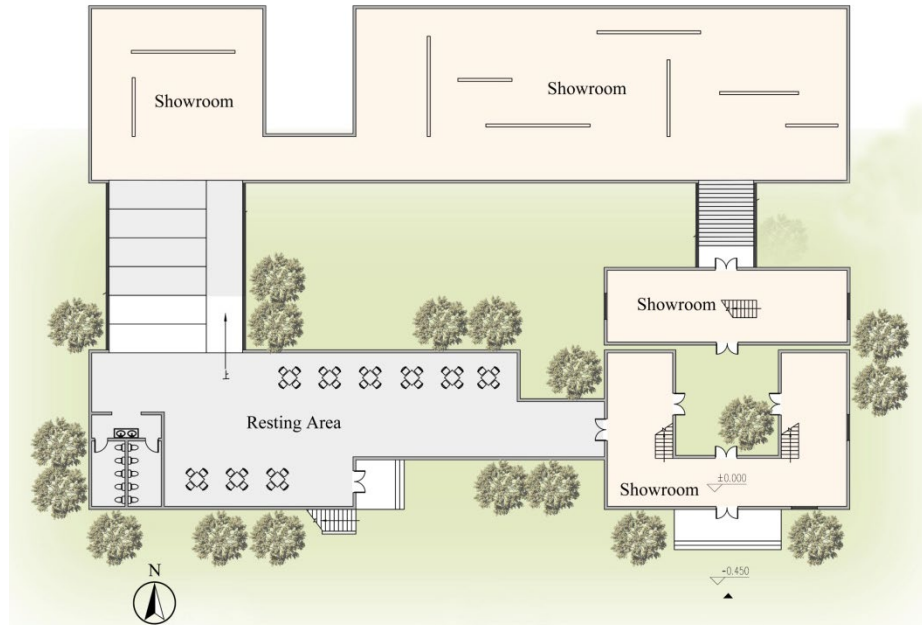


Figure 4: Functional plane of Red Culture Pavilion

#### 4.2. Quality Development Training Center Design

The main function of the Quality Expansion Training Center is to experience the hardship of the revolution, but also for the daily recreation of local villagers. The site of the Quality Development Training Center is located on the hilltop behind the village, which forms a certain line-of-sight isolation from the village, and is less affected by the village landscape in terms of modeling. The building shape adopts a simple "L" shape, and the building block half encloses the courtyard space, forming an organic connection between the building space and the courtyard space (see Figure 5).



Figure 5: Styling design of the Quality Expansion Training Center

The structural form of the building is selected as frame structure, and the layered functional

partitioning is adopted in the plan design. The first floor building space is mainly used for reception, management, medical care, training and other public function types, which is convenient for the training, reception and other spaces to establish a link between the indoor rooms and outdoor courtyards (see Figure 6). The second floor building space is mainly used for office, meeting and other private function types to avoid disturbance.



Figure 6: Functional plane of the Quality Development Training Center

## 5. Conclusions

At present, there are many ways to protect traditional villages, such as using modern scientific and technological means to comprehensively investigate, collect, record and store the cultural imprints related to traditional villages, and we can integrate human resources and train professionals to explore the cultural connotation and influence of traditional villages; the protection of traditional village architecture, environment, culture and other aspects of the protection of village rules and regulations, to raise people's spontaneous awareness of protection and enhance the enthusiasm for protection, so as to change "I want to protect" into "I want to protect". The protection of traditional village architecture, environment and culture should be written into village rules and regulations, so as to raise people's spontaneous awareness of protection, enhance their enthusiasm for protection, and change "wanting me to protect" into "wanting me to protect". In addition to the above methods, we can also promote the implementation and completion of the protection work in multiple ways and in multiple ways<sup>[3]</sup>.

The specific implementation methods are as follows three aspects. First, while vigorously promoting the construction of transportation, facilities and other infrastructure in ancient villages, we can make good use of the policy opportunities related to poverty alleviation and attack, and we can explore and implement the construction of "traditional village red cultural exhibition hall" or "exhibition hall" and other similar buildings for traditional villages with large scale, high degree of completeness and high degree of recognition, and high cultural and artistic and connotative properties. Explore and implement the construction of "traditional village red culture exhibition hall" or "exhibition hall" and other similar buildings, and we can use this to publicize local culture. Secondly, combined with the construction of new rural areas, village improvement, rural housing renovation, disaster risk avoidance, agricultural leisure tourism services, etc., to properly deal with the protection of traditional villages and improve the local people's production and living conditions of the contradiction

between the reasonable and orderly development of traditional villages<sup>[4]</sup>. Thirdly, the organization of traditional village protection and other aspects of technical training and personnel training, the establishment of traditional architectural craftsmen team. In the survival and development of traditional villages in the context of rapid socio-economic development, we need to seek a special way of protection in the spark of the collision between the two, not only to let the original ecological environment intact, but also to let it become a representative of the regional culture. More importantly, we should refer to some successful cases and utilize ecology and other types of scientific methods to design and implement plans. In the true sense of the village ecological protection and planning<sup>[5]</sup>.

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