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SUSTAINABLE RURAL TOURISM SERVICE SYSTEM DESIGN THAT BALANCES LOCAL REVITALIZATION AND EXTERNAL INVOLVEMENT—TAKING THE AKEKE AS AN EXAMPLE

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ABSTRACT

Poverty is still a difficult problem in the development of rural China. Rural tourism is experiencing a rapid development. Excessive commercial tourism development by external intervention, or unorganized spontaneous renewal of villagers, and even closed protection can not correctly protect the sustainable development of village ecology, culture and economy. This paper analyzes the design elements of traditional village tourism service system from space, function and experience. And summarizes the principal contradiction between local revitalization and external intervention from the perspectives of pattern, industry and culture. It is necessary to integrate local and external resources, and emphasizes external assistance.

Key Words: Sustainable Service System Design; Rural Tourism; Local Revitalization; External Involvement

1. INTRODUCTION

With the further development of urban civilization, urban residents are increasingly hoping to escape from busy city life for a simple and primitive ease. Traditional villages attract more and more tourists and external operators because of their large amount of tourism resources. Rural tourism is experiencing a rapid development boom. Industrial transformation has had an important impact on village landscape and culture. In this context, it is necessary to respond to the opportunities and challenges of village ecology, culture and industry from a systematic perspective and a sustainable approach.

2. DEVELOPMENT STATUS OF TRADITIONAL VILLAGES

2.1. Chinese Traditional Villages

The main research object of this paper is the traditional Chinese villages. The ancient villages should meet the following criteria: the material cultural heritage is self-contained, there are village planning, historical blocks, representative residential buildings, and some public facilities, such as temples. A large number of historical and cultural relics such as bridges, wells and theaters, as well as relatively distinctive regional characteristics and intangible cultural heritage (Feng Jicai, 2015).

2.2. Traditional Village Disappeared Crisis

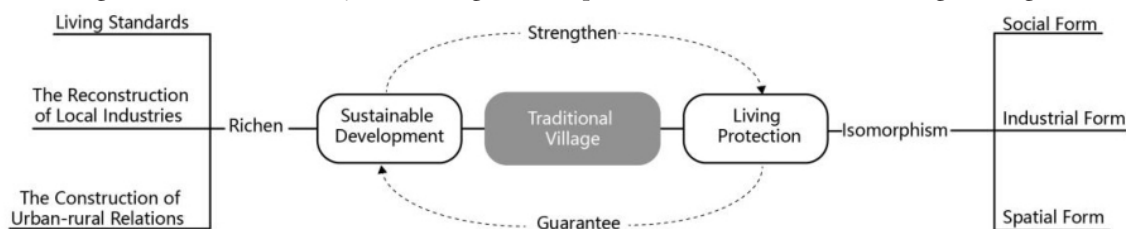
Now traditional village is facing a crisis of disappearing. Urban culture continually erodes the regional characteristics of traditional villages, and the village tends to be homogenized. Cheap reinforced concrete and mass-produced industrial goods have replaced the traditional style of clothing, food, shelter and transportation in the village. Through the investigation and study of the villages near Akeke and the famous commercialized tourist villages (such as Wuzhen and Phoenix), the root causes of the disappearance crisis of traditional villages are summarized as follows.

- Excessive commercial tourism development. Because of the shallow understanding of local culture by external practitioners and the neglect of local culture and, the unrestricted development of tourism often leads to Cultural loss.
- Unorganized villagers spontaneously update. Depending on rich village resources, some villagers hope to promote the development of traditional villages characteristic industries. However, most of them did not establish cultural self-confidence and effective management mechanism to feed back the village.
- Closed protection. This kind of protection for traditional villages is the most comprehensive, but in practice, it neglects the objective needs of villagers to improve their income level and quality of life. It cannot solve the current situation of backward villages and poverty, and ultimately loses its ability to develop.

2.3. Living Sustainable Protection

The traditional village is a living heritage, and its use value needs to be continued. The sustainable protection of living heritage needs to emphasize the connection between the heritage and the users. The use value of the traditional villages is given by the villagers. The villagers are also the managers of the village heritage, and have the right to use, decide and manage the estate (Xu Jingyao, 2014).

The sustainability of living conditions in traditional villages is closely linked to the development of villages. Sustainable development must solve the problem of poverty. Villages are the land where villagers live and develop. Villagers are also the power for the development of villages. Traditional villages are in the period of industrial transformation. The reconstruction of local industries and the construction of urban-rural relations are the way to make traditional industries follow the trend of the times. Industrial upgrading can boost the living standards of villagers and strengthen the environmental protection of the region. In this process, it is necessary to carry out the isomorphism thinking of the social, industrial and spatial form of the village, absorb the advanced ideas of external industry intervention, expand the resource advantages of the local industry, and strengthen the protection awareness of the village ecological culture.

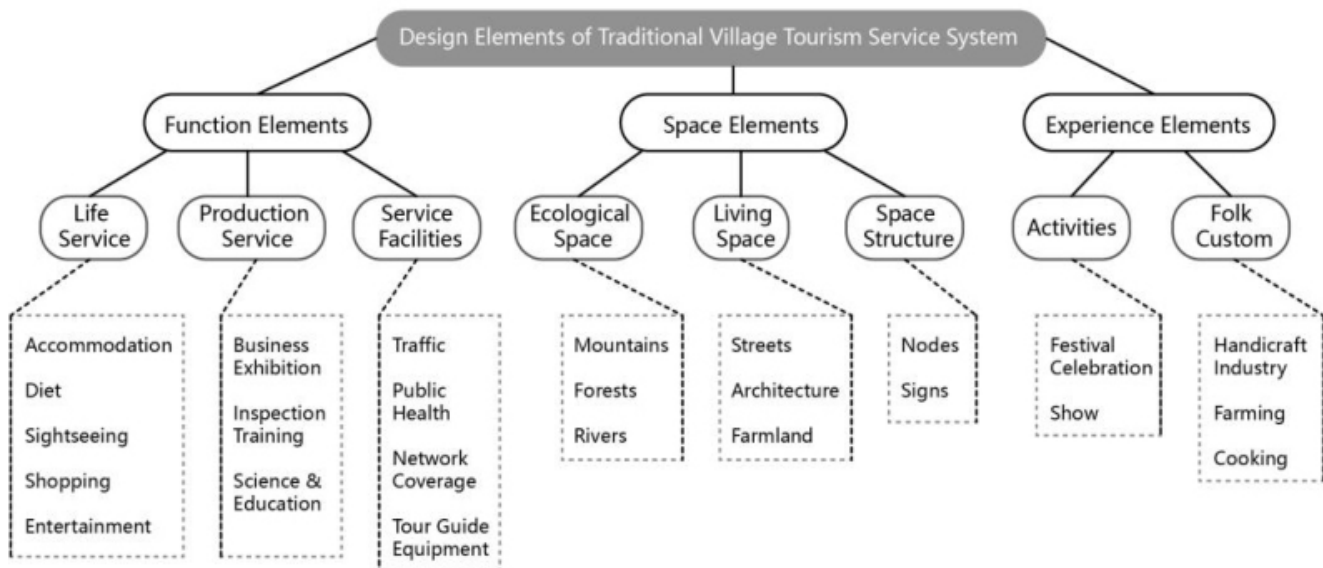


[Figure 1] Living Protection and Sustainable Development of Traditional Villages

3. RESEARCH ON THE DESIGN METHOD OF SUSTAINABLE TOURISM SERVICE SYSTEM

3.1. Design Elements of Traditional Village Tourism Service System

To design a sustainable traditional rural tourism service system, we need first coordinate the various elements from a systemic perspective. Through the collation of related literature, this paper analyzes the design elements of the traditional village tourism service system in terms of space, function and experience as follows



[Figure 2] Design Elements of Traditional Village Tourism Service System

3.2. Resource integration of local revitalization and external involvement

Main contradiction between local revitalization and external involvement:

- Historical pattern and scale development. The emphasis of local revitalization should be placed on the overall pattern of the extension of the village. The external intervention focuses on expanding the construction land, developing the scale of the village, and promoting the development of the industry.
- Villagers' income and industrial transformation. The protection of villages is inseparable from villagers, and the villagers have the desire and power to pursue higher incomes. When the income of migrant workers is greater than the farming in the villages, the villagers must choose to go out to work.
- Local culture and urban civilization. Because the villagers have less opportunities to receive education, they are at a disadvantage in competition with external operators. If foreign intervention is dominant, it would lead to the gathering of external culture and encroach on native culture.

Tourism stakeholders mainly include tourists, tourism, source government, host government, host community, universities and non-governmental organizations (NGOs). Each stakeholder's activities are two-way interaction and mutual influence.

Balancing the protection and development of traditional villages, we must balance the sustainability of the tourism industry and the village's ecological culture in the design of tourism service systems, integrate the advanced concepts and management methods of external intervention with innovative design thinking and the needs of local revitalization. Optimize the development elements and stakeholders to design a systematic sustainable solution. The external involvement can awaken the cultural pride of local residents, and promotes the growth of local revitalization through education and training. External intervention needs to be guided by the understanding of the local development, accept the guidance of systemic solutions, and combine the strength of local revitalization to jointly optimize the sustainability of traditional villages.

3.3. Traditional Village Sustainable Tourism Service System Design Strategy

The core of the protection and development of traditional villages is to create a multi-collaborative management model. The process of establishing mutual respect and trust between the local and the external is also a process of mutual learning.

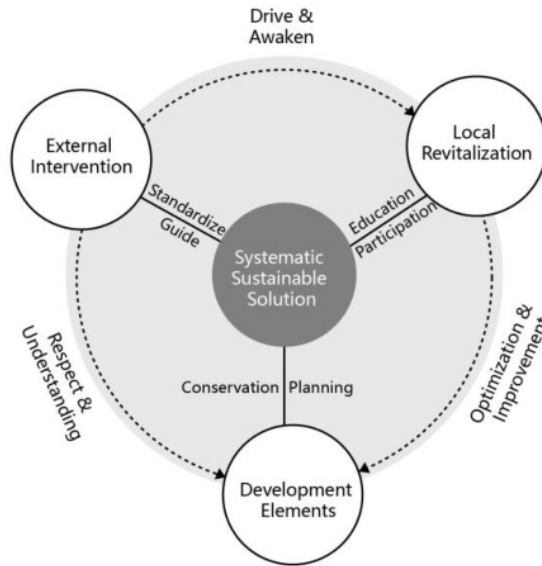
- External assistance. The village has not yet formed a platform for external communication. Villagers are in an occluded geographical environment for a long time, their thoughts are limited. Therefore, the communication in the early stage of planning usually relies on external intervention.
- Local participation. The growth of the community and the promotion of planning are synchronized. When the organizational capacity of the villagers is continuously improved and participation awareness is enhanced, the form of participation can gradually develop towards the village-led model. The villagers become the initiators and leaders of the village construction, and the community organizations become representatives of the villagers and the stakeholders.

3.4. System Design Method and Process

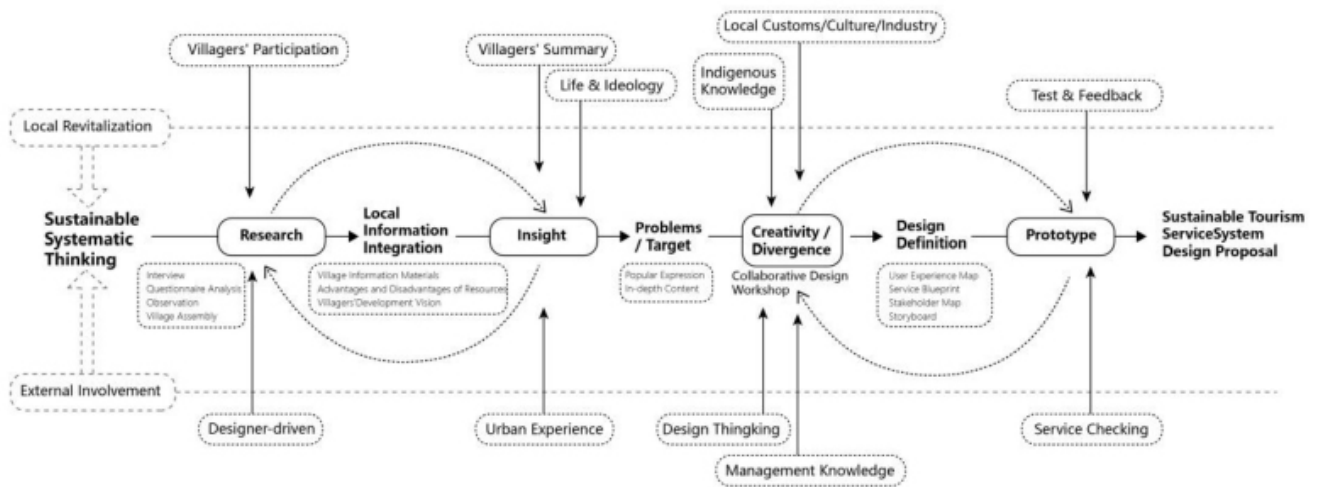
- Local information integration. The design of the tourism service system first needs to investigate and analyze the development of local villages, the awareness and attitude of the residents of the village community, the historical and cultural elements of traditional dwellings, and quickly collect information on village information, resource advantages and disadvantages, and villagers' development aspirations and development

approaches.

- Design goal determination. Through the organization of the design consultation meeting, the villagers will ask questions that need to be resolved. The designers will consult with the villagers on the spot with professional knowledge and government principles to jointly formulate planning goals.
- Design decision making. The designer should explain the plan as much as possible and the expected implementation effect, especially in terms of the interests of the villagers. On the basis of understanding, the villagers can make accurate opinions.
- Test and feedback. The villagers’ test and evaluation opinions can really affect the pros and cons of the design plan. Designers need to incorporate feedback into the process of dynamic design, repeatedly test and iterative polishing.



[Figure 3] Resource integration of local revitalization and external involvement



[Figure 4] Design strategy of sustainable tourism service system in traditional villages

4. DESIGN PRACTICE OF SUSTAINABLE TOURISM SERVICE SYSTEM IN AKEKE VILLAGE

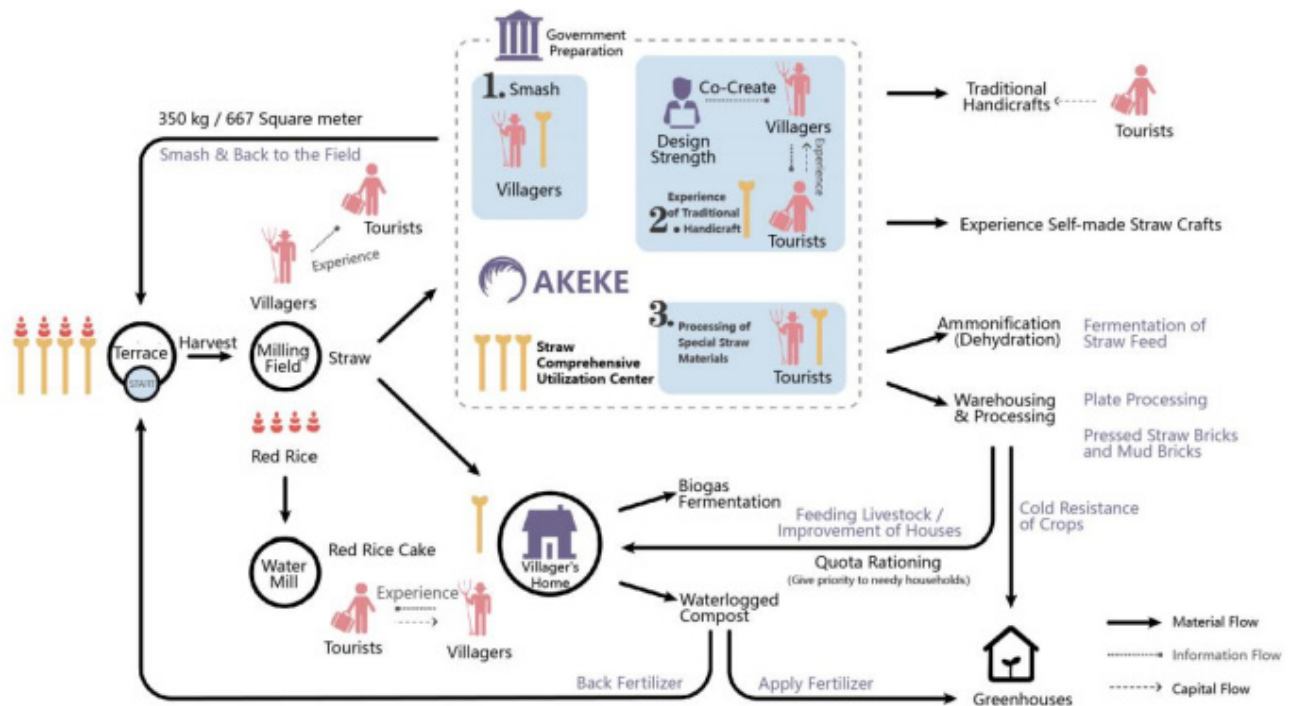
Founded in 1855, Akeke has retained its own festival customs, farming culture, folk crafts, religious worship. However, due to the lack of words, the preserved cultural crystallization can only be found in the lifestyles of villagers, the Hani terraces and the traditional villages. Yuanyang Terraced Field has successfully declared a world cultural heritage, which attracted a large number of tourists. Thanks to the restrictions of traffic conditions, Akeke’s traditional preservation is relatively complete. But the villagers still suffered from poor living conditions.

Yuanyang terrace red rice is the earliest domesticated ancient rice. The design practice uses local red rice as an entry point, try to arouse society’s concern about the protection of local villages and the improvement of villagers’ lives. The villagers have sustained benefits in the sustainable production operations assisted by external involvement, thus strengthening the protection and development of the water systems, terraces, agricultural production and village lifestyles.



[Figure 5] Akeke Village Landscape

Akeke Red Rice Experience Tourism Service System promotes the benign circulation of red rice industry, activates farming, enhances the income of villagers, and transforms the red rice industry. The industrial transformation takes red rice as a starting point, tapping the opportunity points that can be combined in local agricultural, sideline products and handicrafts. And updating the single and closed industrial structure with the help of external design thinking and management mechanism. In terms of cultural inheritance, red rice is used to restore farming practices, while reviving traditional handicrafts and showing the charm of traditional village culture. The service system provides a collaborative platform for local villagers and external tourists and business operators to enhance cultural identity in the reconstruction and experience of the red rice industry.



[Figure 6] Akeke Red Rice Experience Travel Service System Map

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