Study on protection strategy of traditional village cultural heritage in Internet Era

Yanhui Sui¹, and Jian Zhang²*

¹ School of Architecture, Weihai Vocational College, Weihai, Shandong, 264210, China
² School of Art, Shandong University, Weihai, Shandong, 264209, China

*Corresponding author’s e-mail: 200999800006@sdu.edu.cn

Abstract. With the advent of the Internet Era, conservation of traditional village cultural heritage is bound to face many new problems. This paper analyses the direction of "Internet" and "Cultural Heritage" of traditional villages in the strategic level of Rural Revitalization in recent years, and concludes that the impact of Internet on traditional villages is mainly reflected in cultural heritage tourism, utilization of local architectural heritage, heritage industrialization, spatial pattern and digital protection. However, many problems still exist, such as imperfect theoretical system, inaccurate function orientation and irrationality protection. In the future, the study of the "Internet +" mode of sustainable development of traditional village cultural heritage in Rural Revitalization Strategy should focus on establishing scientific research paradigm, guiding the rational positioning of the Internet, digitalizing protection, dissemination and evaluation of traditional village cultural heritage based on national image building and cultural competitiveness, and establishing personalized response strategies according to local conditions.

1. Introduction

As an important carrier of Chinese excellent traditional culture, Chinese traditional villages contain the richest and most valuable cultural heritage left by agricultural civilization. In the era of mobile Internet, traditional industries are constantly deconstructed to promote their upgrading. With the power of changing everything, the Internet is having a profound impact on human society and human civilization, and creating a new human era. In this new era background and social development trend, the cultural heritage in traditional villages must continue to play its far-reaching cohesion function, dynamic continuation and innovation function and powerful integration function, not only to protect, but also to "organic renewal", to maintain its tenacious vitality, lasting spiritual motivation and distinct subjectivity. The role and impact of the Internet on rural areas no longer stay in agricultural science and technology promotion, rural e-commerce development and financial resources, but directly participate in the construction of rural primary, secondary and tertiary industry integration development system., it is an urgent problem to be studied that how this profound change affects the traditional village cultural heritage, and how to realize its sustainable development mode.

2. Materials and Methods

Through literature review, field research and other methods, this study summarizes the main ways of Internet access to traditional village cultural heritage, and puts forward the main problems and
challenges. Accordingly, the "Internet +" mode and strategies for sustainable development of traditional village cultural heritage in the context of Rural Revitalization Strategy are put forward.

Fuzzy comprehensive evaluation method is used to calculate the weight of each index of traditional architectural heritage of seaweed house. Experts and relevant practitioners from the fields of architecture research and settlement living environment research were invited to conduct weight evaluation and scoring throughout the questionnaire. A total is 21. And all of them are effective evaluation and scoring questionnaires.

3. Results & Discussion

3.1. Ways of Internet intervention in traditional village cultural heritage
Due to the continuous deconstruction and reconstruction of social organization mode and organizational form in the Internet era, which presents the characteristics of centralization, flattening and self-organization, the sustainable development of traditional village cultural heritage is bound to face many new problems. In the face of cultural differences in different countries, ethnic groups and regions, the Internet intervenes in traditional villages in a variety of ways. In the process of mutual integration and conflict with traditional villages, it will also present certain development direction and characteristics, which will also bring different degrees of impact on the protection and development of traditional village cultural heritage.

3.1.1. Internet as a marketing medium. The regional differences, resource diversification and regional diversification of Chinese traditional village cultural heritage provide a rich resource base for the development of rural tourism. In the past, the distribution of traditional villages was mostly calculated by province. However, it can not represent the common characteristics of traditional villages very well. It can be clearly seen from the display results in Figure 1 that the areas where traditional villages are concentrated are mainly at the provincial junction and the areas where traffic is inconvenient. How to highlight the uniqueness of village culture and enhance the cultural identity of tourists is the core issue. Internet is the most direct way for rural tourism. Through "micro marketing" and other service marketing platforms, the Internet timely spreads the characteristic natural landscape, cultural landscape and unique aesthetic resources of traditional villages to potential consumers, effectively stimulates their willingness of tourism behavior, and thus enlarges the efficiency of rural tourism development [1,2]. Therefore, the intervention of the Internet stimulates the growth of the demand side,
making the demand for structural reform on the supply side more and more urgent, which will inevitably have an impact on the innovation and development of traditional village cultural heritage and the evolution process of villages. Internet has become an important tool to realize the effective matching between supply and demand of rural tourism industry.

3.1.2. Internet promotes "B & B fever". Vernacular architecture is the core component of material factors in traditional village cultural heritage, which truly records and expresses the diversity of local culture and shows the social and historical evolution of life function. In recent years, "B & B" as a new form of business began to rise in the countryside, combined with the local culture, natural landscape, ecology, environmental resources and production activities of agriculture, forestry, fishery and animal husbandry. It has many functions, such as transmitting the local life aesthetics, carrying forward the excellent local culture, meeting the needs of nostalgia experience and so on. It has gradually become one of the main ways for the protection and development of local architecture.

3.1.3. Internet platform promotes the integration of industry and village. The coordinated and integrated development of ecology, production and life is one of the goals of the sustainable development of traditional villages. The dual track development mode of Internet online and offline not only plays a regulatory role in the integration of industry and village space, but also creates a new traditional village development ecology in the collaborative process of industrial tangible space and intangible space. For example, the traditional handicraft and other intangible cultural heritage of the village will be transformed into handicraft products, which will be sold by relying on the Internet e-commerce platform. Through creative design, the cultural value will be transformed into economic value, so as to realize the industrialization of cultural heritage and build the village cultural industry system.

3.1.4. Internet reconstructs the national space. The virtuality and openness of cyberspace lead to the reconstruction of national space, resulting in external spatial spillover effect and internal spatial convergence effect, which aggravates the fuzziness of national spatial boundary. The national spatial competition paradigm has changed from the past to the cultural competition paradigm. Facing the new competition challenge paradigm, the national cultural boundary needs to be clarified [3]. Under the background of rapid development of virtual reality technology, as an important carrier of Chinese excellent traditional culture, the digital protection of traditional villages has become an inevitable development trend. By grafting with the Internet, it can improve its network culture communication ability and enhance the international influence of its traditional culture and core values.

3.2. Problems and challenges of traditional village cultural heritage under the influence of Internet

3.2.1. Lack of systematic research framework and theoretical system. Traditional village cultural heritage is formed by the ancestors of different regions in the long-term symbiosis with nature under the development mode of agricultural civilization. It represents the people's views on nature, society and values in a certain region, and is not transferred by individual will. In other words, traditional village cultural heritage presents obvious spatial and temporal characteristics. In space, due to the differences of living environment in different regions, different production and life styles have gradually formed, and different types of cultural heritage landscapes have been cultivated [4]. The traditional village cultural heritage is a dynamic process, whether in terms of itself or the impact of the Internet. The Internet era needs to be studied in the long process of human historical development. The "Internet +" mode of traditional village cultural heritage protection and sustainable development is a systematic project, and the relevant research is still in its infancy. The research on "Internet" and traditional villages is rare, and the research angles are relatively scattered, and most of them are case studies or experience sharing, lacking systematic theoretical combing and wide applicability.
3.2.2. **Lack of accurate positioning of Internet functions.** In rural planning, the major changes caused by the Internet should be scientifically and reasonably respond to. The scientific positioning of the Internet function is the premise and important guarantee for its positive effect. However, at present, the role of Internet in industry, finance and technology promotion is overemphasized. Its function is to establish a convenient communication channel between the supply side and the demand side, provide fast marketing and financial channels, and promote the adjustment and integration of rural industrial structure. But the function and positive role of the Internet in the protection of historical and cultural heritage is ignored, such as the establishment of cultural heritage digital inheritance platform, the quantitative analysis of historical and cultural heritage protection relying on big data, the construction of excellent case base, the realization of high-quality resource network sharing, and so on. The result is that the Internet not only promotes the economic development of traditional villages, but also speeds up the proliferation of blind construction ideas. Because the Internet facilitates the communication between village managers and planners, and improves the efficiency of planning and construction, rural construction presents the characteristics of short planning cycle and fast project implementation. Relying on the fast information channel provided by the Internet, a large number of planning and design units give up their original experience and advantages in the field of urban planning, and instead seize the rural planning market and pursue a short, flat and fast planning mode. Routine and modularization result in lack of specific in-depth research and analysis of the village. So much attention was paid to tourism development and external landscape that the designer ignored the connotation development.

3.2.3. **Irrationality in the protection of traditional village cultural heritage.** The Internet is the product of the development of modern science and technology, but its evolution and impact on society is far beyond the scope of itself. It even changes the operation logic of the social system. While changing the original operation process and pattern of the social system, the Internet does not provide the structure and program to solve new social problems[5]. Especially, the traditional villages based on blood have been followed for hundreds or even thousands of years. Traditional culture and concepts have been rooted in all aspects of their social life. In the face of this rapid social change, people will inevitably be affected by irrational factors such as blood relationship, desire, emotion, custom and collective unconsciousness, which will bring some negative effects. This effect penetrates into people's cultural psychological structure in various ways, making people unable to rationally deal with the complex relationship between the protection, inheritance and development of cultural heritage and the traditional village social system[6].

3.3. **Strategies and suggestions**

3.3.1. **Construction of local theoretical system based on Chinese traditional ecological wisdom.** Traditional village cultural heritage contains a large number of historical landscapes in material form and traditional customs in non-material form, which are based on the living and production needs of local residents, integrated with ecology and adapted to the specific geographical environment. It has corresponding functional and social attributes, and presents distinct regional cultural characteristics. The Internet promotes the diversification of local residents' living needs, and then intensifies the conflicts between foreign culture and local culture, traditional culture and modern culture. The first mock exam of Fang Lili's view is that from the perspective of Anthropology of art, Chinese Rural Revitalization should take the development mode of ecological civilization, namely, "humanistic tradition + high technology + rural revival", among which high-tech includes Internet, artificial intelligence, virtual reality and biotechnology, and the humanistic tradition is the material and intangible cultural heritage of the countryside. This mode is based on a high degree of cultural consciousness[7]. Instead, a new way of life should be reshaped with traditional culture as life fashion and co-development of high technology and high emotion developing. Following the local background cultural context and excellent traditional cultural landscape system, combined with the needs of social
development and change, we should give full play to the key role of innovation in the inheritance and sustainable development of traditional village cultural heritage, as well as the communication role of the Internet.

3.3.2. Guide the rational positioning of Internet in traditional village cultural heritage. In the industrialization process of traditional village cultural heritage, on the one hand, we should pay attention to brand building and cultural communication, build a brand image suitable for rural ecology and cultural characteristics, and enhance brand influence through Internet communication. Therefore, the Internet as "instrumental rationality" should highlight its multi-directional and multi-faceted characteristics, and find out its function in promoting the integration of primary, secondary and tertiary industries, forming a relatively complete industrial chain matching with it, and realizing the industrial agglomeration effect with traditional village cultural heritage as the core. In addition, in the interest distribution mechanism, while attracting foreign funds, we should take the interests of local farmers in the comprehensive rural reform into account, create more benefits and income for them, and realize the increase of farmers' income, which is one of the goals of rural industrial development and one of the ultimate goals of Rural Revitalization Strategy. On the other hand, we should pay special attention to the protection of the ecological resources and the overall style of traditional villages. The attraction and appeal of villages to urban residents are mainly due to the unique local customs and beautiful natural environment. We should not only construct the main function orientation based on resource endowment, but also optimize the land spatial development pattern, so as to realize the benign development of landscape spatial pattern and ecological service function. Therefore, planning is a systematic project. It is necessary to realize the balance and coordination of the ecological, social, economic, cultural and other objectives within the rural area from the local actual situation.

3.3.3. Building personalized coping strategies according to local conditions. Due to the differences in resource endowments, regional culture, values and the degree of Internet intervention, simultaneous interpreting of the characteristics and status quo of village cultural heritage in the process of development of different villages, the objectives and path of implementation are clearly defined, and specific measures and areas of focus for locating and responding to the Internet are targeted. For example, for the regions where Hui-style architecture is more concentrated, the early intervention of the Internet has had a profound impact on its development stage. At this time, the focus is to improve the visual image design with regional architecture as the regional brand unit, so as to facilitate the cross-cultural communication of the Internet and enhance the cultural competitiveness of the regional brand. For the traditional seaweed houses, the threat to its sustainable development is the lost crisis of construction techniques (Table 1). For this reason, the focus is to establish digital museums and carry out the digitalized protection of the intangible cultural heritage of construction techniques. For the rural handicraft intangible cultural heritage villages, we should focus on the Internet plus cultural and creative design to realize the inheritance and innovation development of intangible cultural heritage.

Table 1. The weights of the first level indexes in the traditional building protection evaluating index system of seaweed house

| First level indicators     | weight |
|----------------------------|--------|
| regional culture           | 0.2758 |
| construction techniques    | 0.5046 |
| material level             | 0.2196 |

4. Conclusions
Rural Revitalization should not only inherit the excellent traditional culture, protect the cultural heritage, continue the cultural context, but also meet the needs of the village residents for a better life in the changing times. As "Internet" and "cultural heritage" have become the key words of Rural
Revitalization Strategy in the historical position of "new era", there are still many uncertainties in the academic theory, system and subject after Internet intervention in traditional village cultural heritage. It is necessary to focus on solving cultural conflict and symbiosis, industrial prosperity and ecological problems from the aspects of research paradigm, functional positioning and international competition. The contradiction between maintenance, irrationality of demand and rationality of value has a negative impact on cultural heritage, which guides traditional villages to form distinctive industrial form, ecological and livable rural environment, distinctive traditional culture, convenient and perfect facilities and services, and dynamic system and mechanism.

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