



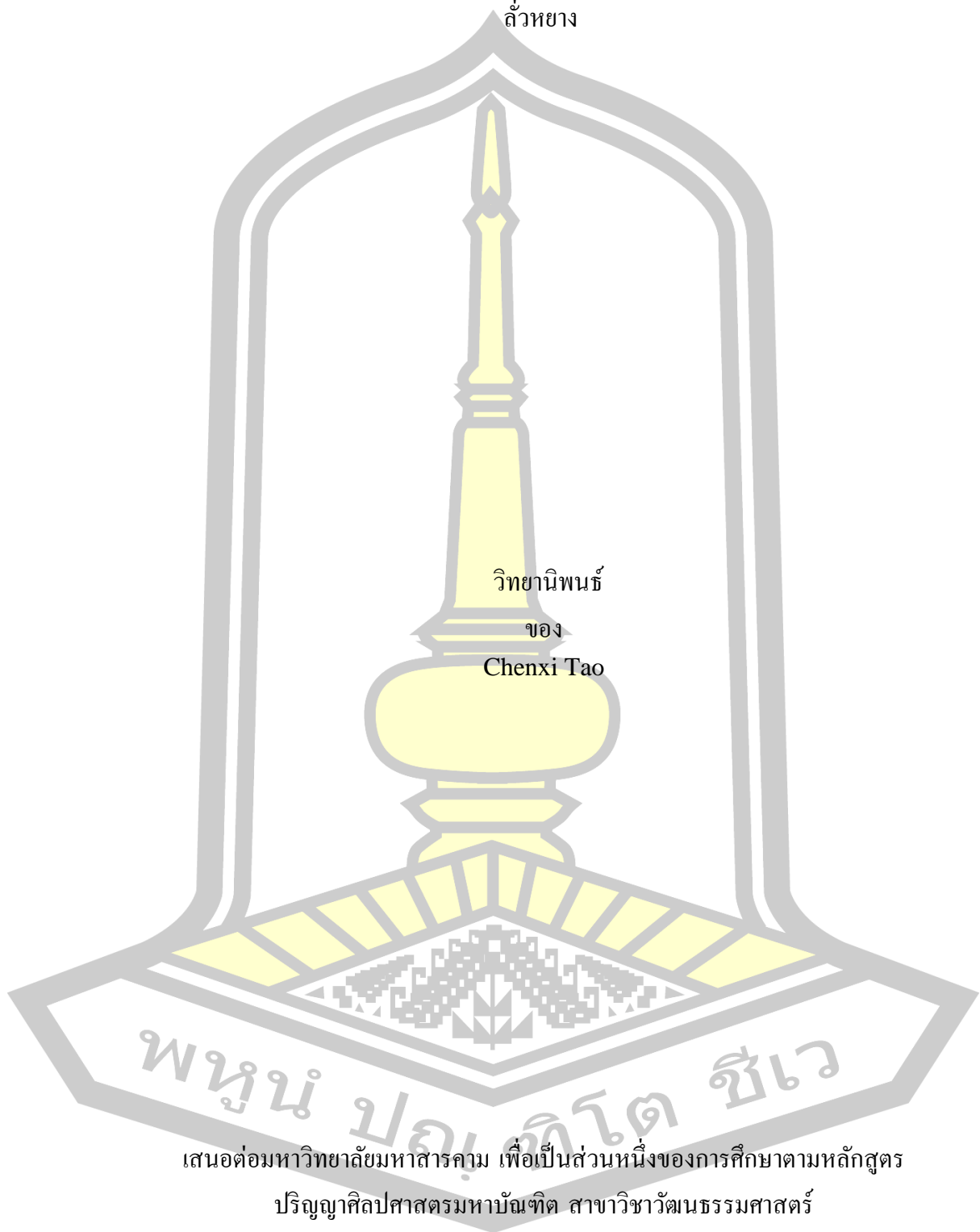
Cultural Heritage conservation and Cultural Tourism resources in Yaowa Village
Luoyang city

Chenxi Tao

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Master of Arts in Cultural Science
February 2024

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การอนุรักษ์มรดกทางวัฒนธรรมและทรัพยากรการท่องเที่ยวเชิงวัฒนธรรมในหมู่บ้านเหยาว่า เมือง
ลั่วหยาง



วิทยานิพนธ์
ของ
Chenxi Tao

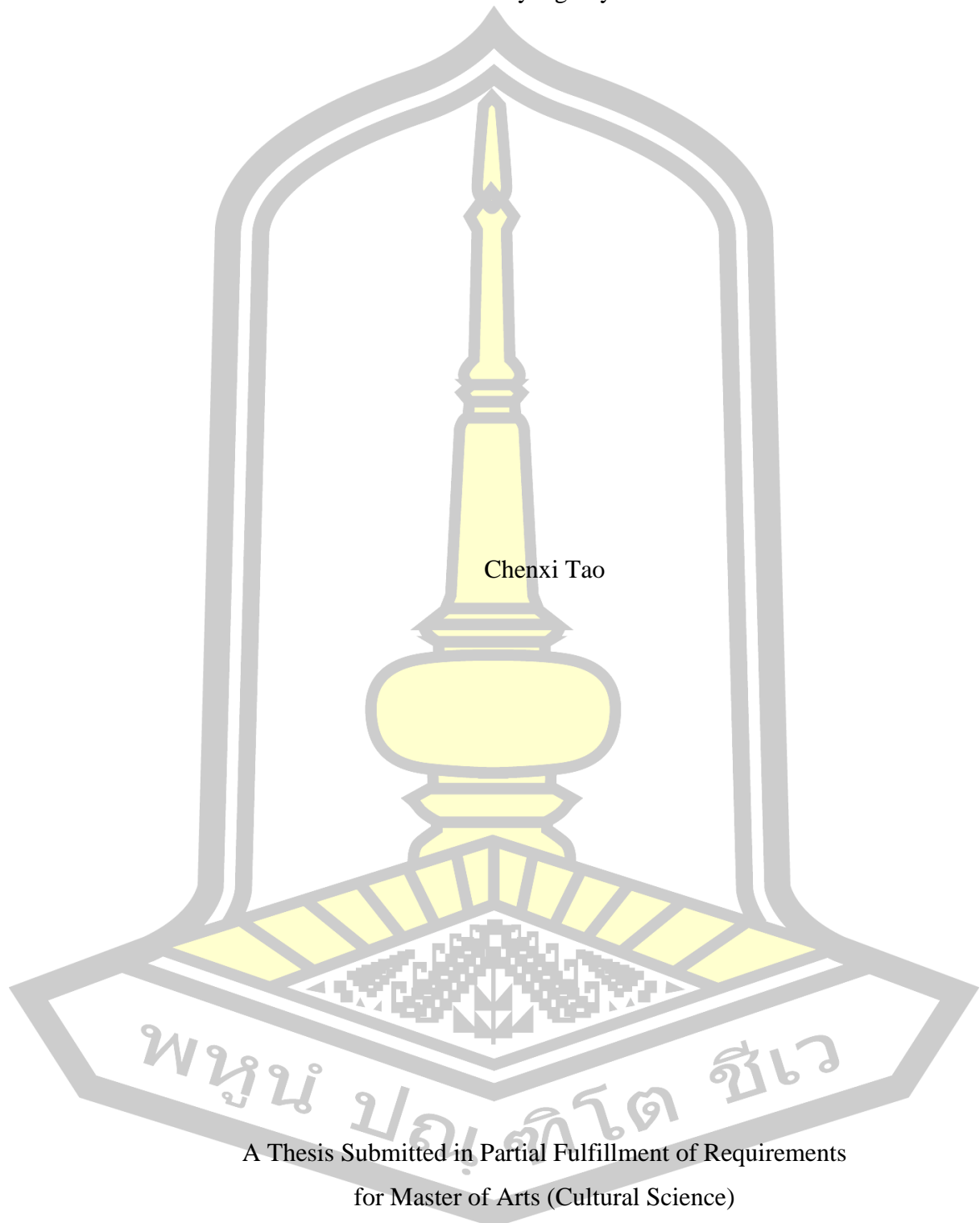
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เสนอต่อมหาวิทยาลัยมหาสารคาม เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
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ลิขสิทธิ์เป็นของมหาวิทยาลัยมหาสารคาม

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February 2024

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The examining committee has unanimously approved this Thesis, submitted by Ms. Chenxi Tao , as a partial fulfillment of the requirements for the Master of Arts Cultural Science at Mahasarakham University

Examining Committee

Chairman

(Assoc. Prof. Sithisak Jupadaeng ,
Ph.D.)

Advisor

(Thitisak Wechkama , Ph.D.)

Committee

(Assoc. Prof. Theerapong
Meethaisong , Ph.D.)

Committee

(Assoc. Prof. Sastra Laoakka ,
Ph.D.)

Mahasarakham University has granted approval to accept this Thesis as a partial fulfillment of the requirements for the Master of Arts Cultural Science

(Asst. Prof. Peera Phanlukthao , Ph.D.)
Dean of Faculty of Fine - Applied Arts
and Cultural Science

(Assoc. Prof. Krit Chaimoon , Ph.D.)
Dean of Graduate School

พหุ ม ปรณ ทิโต ชีเว

TITLE	Cultural Heritage conservation and Cultural Tourism resources in Yaowa Village Luoyang city		
AUTHOR	Chenxi Tao		
ADVISORS	Thitisak Wechkama , Ph.D.		
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ABSTRACT

This article takes Yaowa Village as an example to summarize the protection and tourism development strategies of rural cultural heritage industry, identify the problems in cultural heritage protection and tourism development in Yaowa Village, and propose corresponding solutions. Yaowa Village has rich cultural resources, but the local government and villagers have not made good use of these potential resources, even though these cultural resources have great economic value. Due to the lack of attention from the local government and villagers to the protection of cultural heritage in the area, cultural heritage has been destroyed or faced with loss. Therefore, it cannot bring economic income to local residents. The main purpose of this study is to help Yaowa Village develop its cultural heritage resources into tourism resources by sorting out its cultural heritage resources.

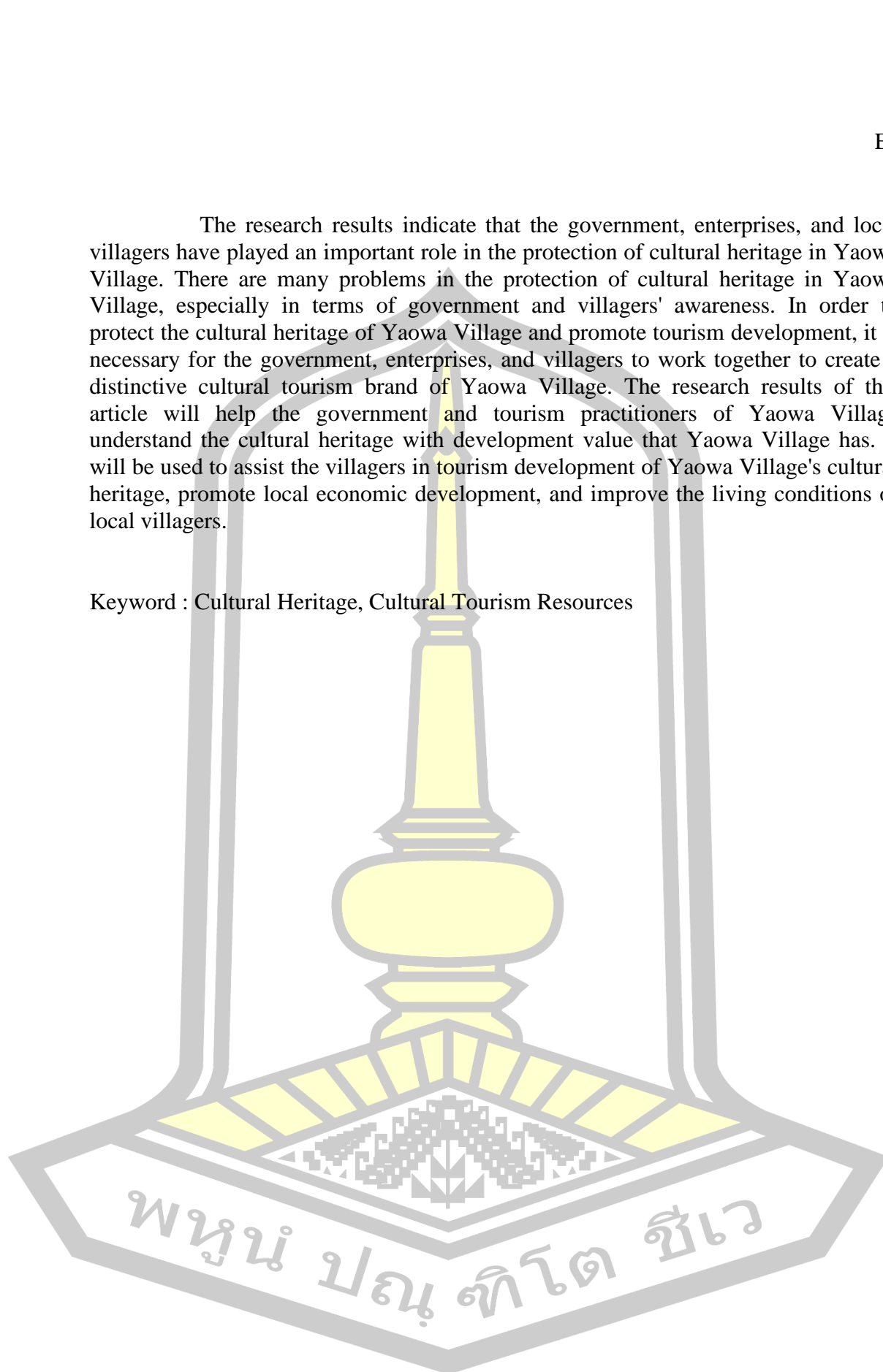
This paper has three research objectives: 1) to study the background of the cultural heritage of Yaowa Village; 2) Study the current situation and problems of cultural heritage protection in Yaowa Village; 3) Provide guidance for the tourism development of Yaowa Village's cultural heritage.

This paper mainly adopts qualitative research methods to study the cultural heritage resources of Yaowa Village. Information and data are obtained through literature observation, interviews, and group discussions. The purpose of this paper is to protect the existing cultural heritage of Yaowa Village and use cultural heritage resources as capital for tourism development. The population and samples are divided into: (1) Key Informants experts and governments of Yaowa Village; (2) Casual Informants Local Villagers; (3) General Informants Tourists

This paper draws the following conclusion through data analysis: the government, enterprises, and local villagers have played an important role in the protection of cultural heritage in Yaowa Village. There are many problems in the protection of cultural heritage in Yaowa Village, especially in terms of government and villagers' awareness. In order to protect the cultural heritage of Yaowa Village and promote tourism development, it is necessary for the government, enterprises, and villagers to work together to create a distinctive cultural tourism brand of Yaowa Village.

The research results indicate that the government, enterprises, and local villagers have played an important role in the protection of cultural heritage in Yaowa Village. There are many problems in the protection of cultural heritage in Yaowa Village, especially in terms of government and villagers' awareness. In order to protect the cultural heritage of Yaowa Village and promote tourism development, it is necessary for the government, enterprises, and villagers to work together to create a distinctive cultural tourism brand of Yaowa Village. The research results of this article will help the government and tourism practitioners of Yaowa Village understand the cultural heritage with development value that Yaowa Village has. It will be used to assist the villagers in tourism development of Yaowa Village's cultural heritage, promote local economic development, and improve the living conditions of local villagers.

Keyword : Cultural Heritage, Cultural Tourism Resources



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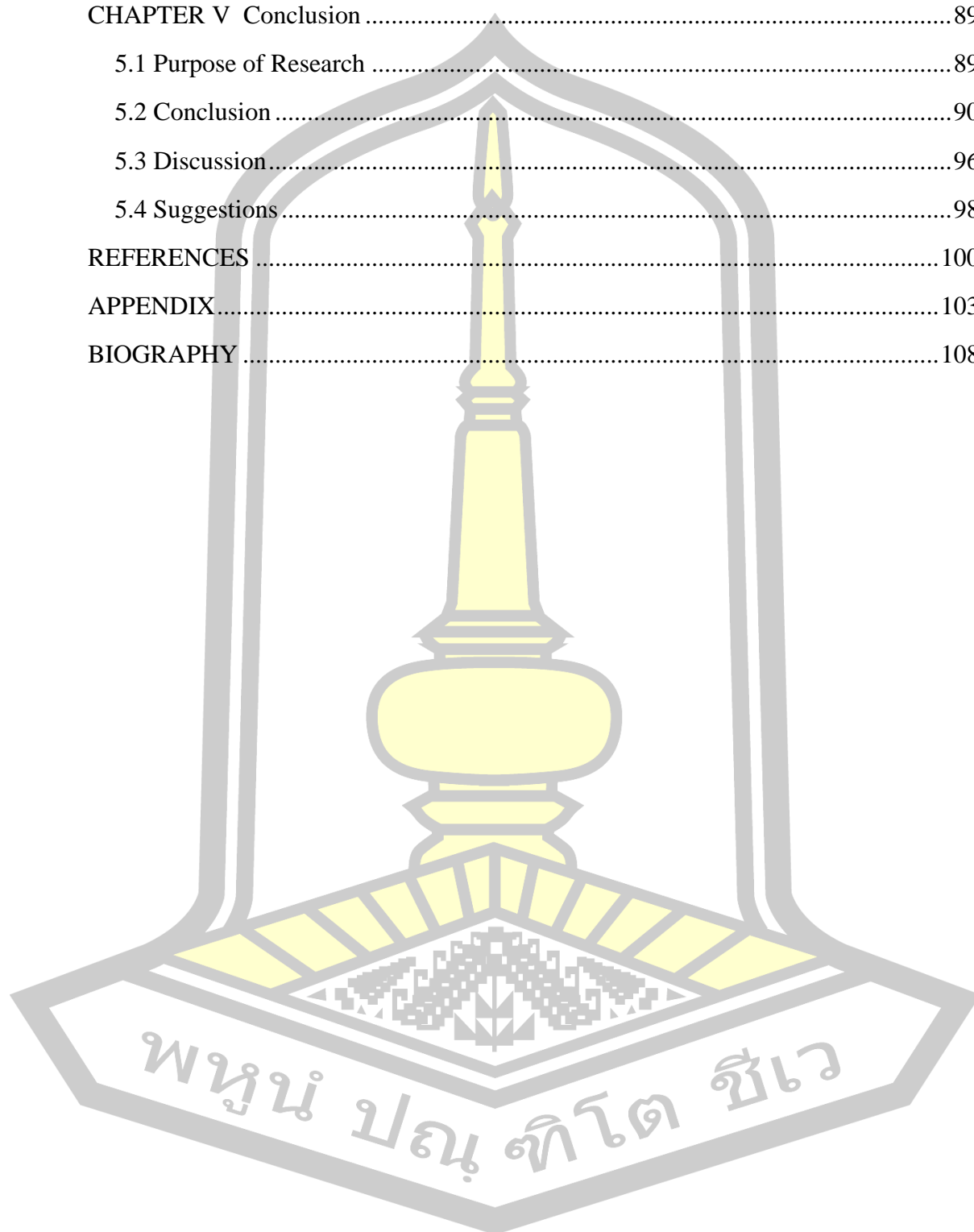
Finally, I am deeply indebted to my beloved family for their loving considerations and great confidence in me all through these years.

Chenxi Tao

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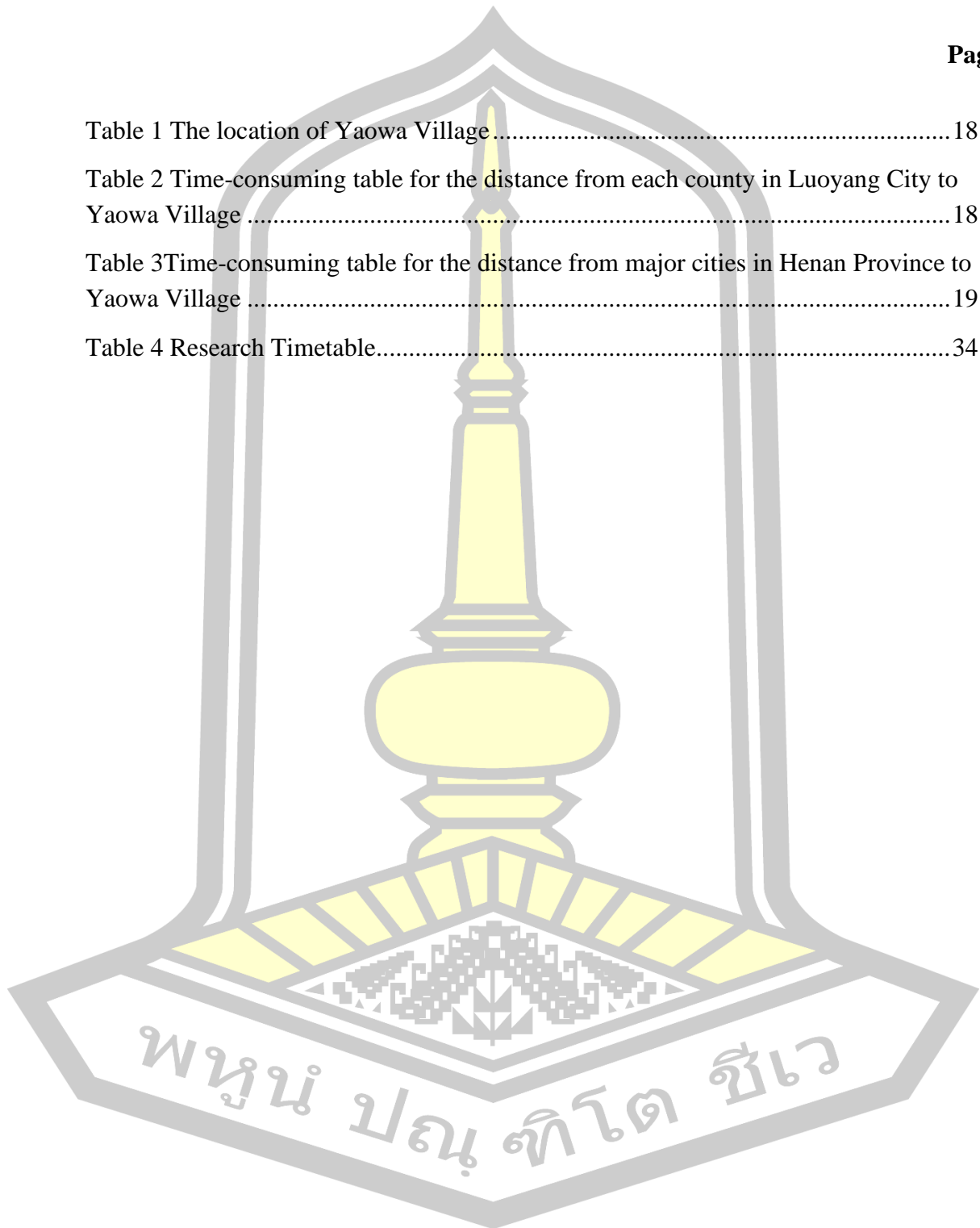
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CHAPTER I

Introduction

1.1 Research Background

Culture is the spiritual and material product that a country or region has bred in the long-term common life. The Chinese nation has bred a bright and long-standing Chinese civilization, which is something every Chinese son and daughter should be proud of, and it is also the fundamental driving force for the continuous development of the Chinese nation. Whether it is the continuous advancement of a well-off society or the great rejuvenation of the Chinese nation, culture should be the core driving force and innovation and development should be the main approach. The cultural industry has become a new form of industrial development. It leads the cultural fashion with high added value and high return economic value. It has become a sunrise industry that various countries in the world focus on.

During the "Eleventh Five-Year Plan" period from 2006 to 2010, China proposed development plans such as focusing on cultural innovation, promoting the sustainable development of cultural and related industries, and building a socialist market cultural industry system. During the "Twelfth Five-Year Plan" period from 2011 to 2015, the growth rate of cultural industry development was as high as 19%. In 2015, the GDP reached 67.67 trillion yuan, the total output value of the cultural industry reached 2.7 trillion yuan, and the output value of the cultural industry accounted for 3.98% of the GDP. (Hong, 2011) During the "13th Five-Year Plan" period from 2016 to 2020, the renewal of cultural products and the prosperity and diversity of cultural services will be promoted (Wang et al., 2018). In 2019, the GDP will be 99.08 trillion yuan, the total output value of the cultural industry will be 4.44 trillion yuan, and the output value of the cultural industry will be 99.08 trillion yuan. It accounts for 4.5% of the gross national product. (Zhang, 2016) In 2020, the national cultural industry's annual average growth rate will be higher than 10%, and its growth rate will be higher than the growth rate of GDP. (Shen et al., 2021) In the "14th Five-Year Plan" from 2021 to 2025, rely on digital technology to promote the digital development of the cultural industry; promote the integrated development of culture and tourism; improve the cultural industry represented by the cultural system, intellectual property system, and internal and external transaction systems of the cultural industry related systems. (Ye et al., 2020)

David A. Fyfe took Cooperstown Village, New York as the research object, and pointed out that it is necessary to think deeply about the way of combining cultural heritage and tourism to avoid unnecessary impacts from the combination of the two. (Fyfe, 2008) Lenar Safullin et al. (2015) took the central and eastern regions of Russia as a case study to analyze the relationship between the cultural heritage of traditional villages and the local economy, and the result was a mutual promotion relationship. (Pongponrat, 2011) Martina Kalamarova et al. (2015) believe that cultural heritage is a kind of cultural capital, which can generate cultural and economic value, and local governments need to provide effective support for its protection. (Kalamarova et al., 2015) Supoj Prompayuk et al. (2016) took Thailand and developed countries as examples to study the protection of community cultural heritage in these

countries, and believed that organizations must be established to maintain community cultural heritage.(Prompayuk & Chairattananon, 2016)

The greatest role of cultural resources in the development of cultural tourism is to generate economic value. Cultural resources have the functions of providing production and processing objects, improving local and corporate image, increasing product cultural added value, optimizing economic environment, and promoting industrial upgrading. The most intuitive manifestation of cultural resources promoting the development of rural tourism is to increase the cultural connotation of rural tourism and drive regional economic development. Secondly, spreading regional culture through rural tourism can achieve educational values such as maintaining emotional bonds, promoting social stability, and harmonious development. The development of rural tourism can also realize the cultural value of protection, inheritance and innovation of cultural resources. Generally speaking, cultural resources and cultural tourism are in an interactive relationship, and the integration and development of the two can bring positive effects to local culture, economy, education and other fields.

Rural cultural protection and cultural tourism development have been studied by many researchers , took "Cultural Industry" as the text, while describing the decline of Western civilization, it also described the transformation of mass cultural production (Abruzzese & Ragone, 2007). Hasan analyzed the strategy of the current urbanization policy, and believed that the society makes industrial production instrumental through cultural renewal. the city wants to obtain a sense of identity in the cultural industry by reorganizing its own value, and the concept of cultural industry is used as a key point (Mazzocco et al., 2022).Jarkko Saarinen proposed the impact of the cultural industry on e-mail cultural diversity , cultural heritage protection and the development of tourist attractions , and showed that the cultural and tourism industry is conducive to promoting environmental protection and social distribution. (Saarinen, 2006).Allen J centered on the arts and crafts industry in the central region of Korea studied the operation of the cultural industry, and believed that cultural products are related to their geographical location , economic conditions and trade levels . Composition , with decorative and practical features , which covers the necessities and luxuries preferred by Greater China .(Scott, 2004)

Yaowa Village is located in Luoyang City, Henan Province. Yaowa Village is located in the deep mountainous area in the west of Luoning County, Luoyang City, Henan Province, along the coast of Guxian Reservoir in the southwest of Guxian Town. The site is located in the Lingyuan area , bounded between 31°23'-36°22' north latitude and 110°21'-116°39' east longitude , bordering Yiyang County in the east and Song County and Luanchuan County in the south It is connected to Lushi County and Lingbao City in the west , Shanzhou District of Sanmenxia City and Mianchi County in the north , with a total area of 25 square kilometers . Yaowa Village belongs to the temperate monsoon climate, affected by the southeast monsoon and northwest monsoon all the year round, with four distinct seasons and abundant crop resources. It governs 3 natural villages and 6 resident groups. The total area of the village is 25 square kilometers, with 525 mu of cultivated land and 2500 mu of woodland and barren hills. As of 2022, there are 127 households and 596 people in the village. Tourism is the main economic pillar industry of Yaowa Village. After several years of development, the tourism industry of Yaowa Village has taken shape and is

developing rapidly. In 2021 the number of rural tourists in Yaowa Village has reached 1 million. It is 1.38 times that of 2016, with an average annual growth rate of more than 14 %, and tourism revenue exceeds 200 million yuan, which is 2.14 times that of 2014.

Yaowa Village is rich in cultural resources and has unique conditions for the development of cultural industries. While promoting economic construction, the Yaowa village government puts cultural construction in an important position in the construction and development of Yaowa culture. The rural cultural industry construction in Yaowa village is still a weak link in the rural development and construction of Yaowa village. There are many problems such as foreign cultural impact, low comprehensive quality of farmers, insufficient supply of rural cultural products, lack of characteristics of products, incomplete rural cultural facilities, and deviation of government service awareness. This determines that rural cultural construction and cultural industry will be an important factor affecting the comprehensive and coordinated development of Yaowa village.

1.2 Research Objectives

- 1.2.1 To study the background of cultural heritage in Yaowa village, Luoyang city.
- 1.2.2 To study the current situations and problems of cultural heritage conservation.
- 1.2.3 To present guidelines for cultural heritage conservation and development of cultural tourism resources.

1.3 Research Questions

- 1.3.1 What's the background of cultural heritage in Yaowa village, Luoyang city?
- 1.3.2 What's the current situations and problems of cultural heritage conservation in Yaowa village, Luoyang city?
- 1.3.3 What's the guidelines for development of cultural tourism resources in Yaowa village, Luoyang city?

1.4 Significance of Research

- 1.4.1 It provides theoretical support for the tourism development of local villages

By systematically summarizing and summarizing the concept and characteristics of traditional villages, as well as the tourism cultural resources and development status of Yaowa Village, this paper re-examines the importance of Yaowa Village as a traditional cultural village in combination with relevant theories of tourism development and protection. How to obtain development momentum in the process of urbanization, and how to carry out sustainable development in the future. Through the tourism development, protection and development model of Yaowa Village, put forward suggestions that are in line with the local actual conditions and have innovative characteristics, which not only provide a theoretical basis for the tourism development of Yaowa Village, but also provide a theoretical basis for the tourism development of other villages.

1.4.2 It helps protect the local farming culture

Rural culture itself has a long and rich cultural connotation, including the research value of architecture, science, history, geography, literature, art and other fields. At present, the increasingly popular rural tourism has undoubtedly injected a fresh force into the revival of traditional villages, so that the declining villages can have more financial and material support. Rural tourism not only enriches the tourism market, but also provides a steady stream of driving force for the development of cultural heritage. The research on rural culture will also make people pay more attention to the importance of rural culture. By sorting out the legends, handicrafts, performances, food, etc. in the countryside, it will help to protect the culture.

1.5 Definition of Terms

1.5.1 Cultural Heritage

Cultural heritage means some heritage that have been chosen by contemporary society as relevant for their existence, they serve several purposes of contemporary societies, including political, economical and psychological needs. Cultural heritage can be defined as tangible cultural heritage and intangible cultural heritage. Tangible cultural heritage refers to cultural relics with historical, artistic and scientific value.

The cultural heritage of Yaowa Village includes,cave dwelling,paper cutting craft,Bamboo weaving etc.Tangible cultural heritage of Yaowa village refers to cave dwelling.Intangible cultural heritage refers to paper cutting craft,bamboo weaving,food culture,tale of Xishi&Fanli etc.

1.5.2 Conservation

Conservation refers to the manner in which resources are maintained including the manner in which they are used and conserved. The term resource conservation recognizes from conservation to the recognition that resources can be used as long as the use is not destructive. The protection in this article refers to the protection through tourism development. In order to better protect the cultural heritage of Yaowa Village, it is necessary to complete the protection work from the following main bodies: the government establishes relevant cultural protection policies and improves cultural tourism management Mechanism; The company assists local villagers to transform cultural resources into tourism activities by developing the tourism market.

1.5.3 Cultural Tourism Resources

Cultural tourism resources mean the problems existing in the development of tourism resources in Yaowa Village. Through the study of 5A (Attraction, Accessibility, Amenities, Accommodation and Activities), analysing the current situation and existing problems in the development of cultural tourism resources in Yaowa Village.

1.5.4 Yaowa Village

Yaowa village means the main research area of this study.Yaowa village located in Luoyang city,Henan provience.

This reaearch mainly studies the cultural heritage conservation and cultural tourism development of Yaowa Village.Yaowa Village preserves complete cultural characteristics in western Henan with rich cultural resources and extremely high

cultural value. Due to the unreasonable development of cultural resources, cultural resources cannot be fully preserved and developed.

1.6 Conceptual Framework

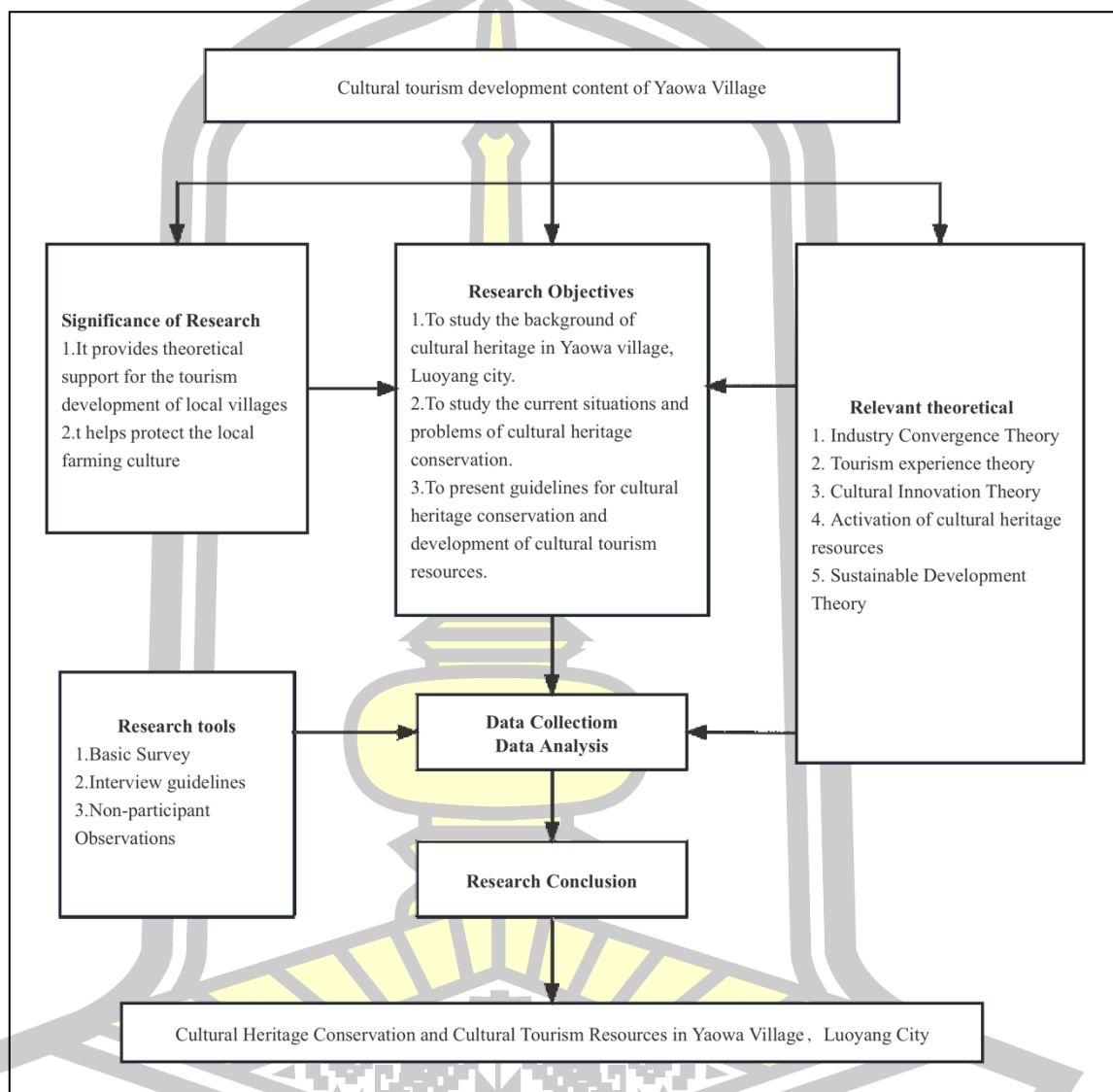


Figure 1 Conceptual Framework

CHAPTER II

Literature Reviews

This chapter provides a review of the existing literature which contributes to the background understanding of this research. In particular, it provides a critical review of the literature in those areas which directly contribute to an understanding of Cultural Heritage Conservation and Cultural Tourism Resources. The chapter outlines the research context, and the literature review of the existing theoretical frameworks, which are used to examine Cultural Heritage Conservation and Cultural Tourism Resources in Yaowa Village, Luoyang City. The chapter then concludes with a brief summary.

- 2.1 Cultural Heritage
- 2.2 Conservation Knowledge
 - 2.2.1 Research on cultural heritage protection methods
 - 2.2.2 Research on the subject of cultural heritage protection
 - 2.2.3 Case studies on cultural heritage protection
- 2.3 Knowledge of cultural tourism and resources
 - 2.3.1 The main body of cultural tourism resources development
 - 2.3.2 Principles for the development of cultural tourism resources
 - 2.3.3 Development content of cultural tourism resources
 - 2.3.4 Development methods of cultural tourism resources
- 2.4 Yaowa village culture
 - 2.4.1 Traffic location
 - 2.4.2 Physical geography
 - 2.4.3 Social Economy
 - 2.4.4 Study on the Function and Value of Yaowa Village Culture
- 2.5 Relevant theoretical
 - 2.5.1 Industry Convergence Theory
 - 2.5.2 Tourism experience theory
 - 2.5.3 Cultural Innovation Theory
 - 2.5.4 Activation of cultural heritage resources
 - 2.5.5 Sustainable Development Theory
- 2.6 Related Research
 - 2.6.1 Related Reference
 - 2.6.2 Related case research

2.1 Cultural Heritage

In foreign countries, the research on intangible cultural heritage is earlier, and many scholars have conducted in-depth research on it, involving protection, management, development and other levels. Yan, Wen-Jie Chiou believes that at the theoretical level of intangible cultural heritage, intangible cultural heritage is a practical experience passed on from previous generations to future generations, which shows its significance, and its protection is also a kind of a valuable source of income (Yan & Chiou, 2021). Lenzerini and Federico believed that intangible cultural heritage is a part of cultural human rights, so when it is protected internationally, it

should abide by various provisions including international human rights laws (Lenzerini, 2011). Debarbieux noted that focusing on the use of intangible cultural heritage by stakeholders without any prior assumptions or interventions can uncover its hidden value (Debarbieux, 1995). Figueiredo believes that efforts to preserve intangible cultural heritage are closely related to the benefits and privatization of cultural traditions. On the practical level of the development and utilization of intangible cultural heritage, how to organically combine it with tourism is a concern of the academic circles.

But at the same time there are problems. The over-exploitation of tourism resources in some areas has led to lax cultural protection. Therefore, local governments should focus on the protection of intangible cultural heritage, rather than simply digging. Some scholars have also explored and studied intangible cultural heritage from the perspective of public management. MAJ Corá's public cultural policy in Brazil is mainly viewed from the perspective of the country's cultural policy. Manetsi advocated that in the process of intangible cultural heritage protection and inheritance, countries should give full play to the role of the government, adjust it in a timely manner, and formulate clear regulations to promote its implementation. Bonn, Maria believes that in order to enable cooking techniques to enter the list of intangible cultural heritage, the government can develop various forms of protection measures, so that the protection of products, goods, services, industries and cultural spaces can be achieved. (Bonn et al., 2016)

From the perspective of cultural diversity, national cultural policies and legal documents can protect it. Foreign studies on intangible cultural heritage have been discussed from different levels and angles, including theoretical thinking and methodological practice. At the same time, it also breaks through the limitation of a single discipline, involves multiple fields, and reflects the characteristics of interdisciplinary.

However, at present, most of the foreign research on intangible cultural heritage revolves around the development of intangible cultural heritage tourism, and most of the papers from the perspective of public management are about public policy. Therefore, research on intangible cultural heritage still has some limitations.

From the research perspective of cultural heritage, through consulting the data, it can be seen that the research on cultural heritage has the following characteristics:

Firstly, A large number of scholars have begun to abandon the basic theoretical research on cultural heritage and turn to the research on heritage sites, tourists and stakeholders. Research scholars are increasingly engaged in market research on cultural heritage, and continue to conduct market analysis from the perspective of market demand; affected by the ecological environment, from the study of heritage protection to the sustainable development of cultural heritage; the research on intangible cultural heritage and natural heritage is becoming more and more enthusiasm, the research on material cultural heritage gradually cools down.

Secondly, Research is based on the internal connection between cultural heritage and tourism activities, or the interaction between other industries and cultural heritage, such as the association between music and dance in cultural heritage and society, so as to reveal the relationship between cultural heritage and

social development . The research on cultural heritage focuses on the relationship between its economic benefits, cultural benefits, and educational benefits.

Thirdly, on an international scale, most of the scholars' research on cultural heritage is conducted on traditionally underdeveloped areas. For example, for the inheritance and protection of "Wayang Shadow Puppetry", the University of Kuala Lumpur and the University of Malaysia have adopted modern technology-Maya software, which combines the art of shadow puppets with digital technology, uses 3D technology to achieve a full reproduction of shadow puppets by building models, imitating the lighting effects of shadow puppets, and simulating the performance of shadow puppets in real life.

2.2 Conservation Knowledge

As a country with more than 2,000 years of cultural heritage, China attaches great importance to the protection of cultural heritage. In August 2004 , China 's intangible cultural heritage protection work became normalized and standardized. (Lin & Lian, 2018)y reading the literature, the research results of Chinese scholars on the protection of intangible cultural heritage in recent years are summarized into three categories: research on protection methods, research on the main body of protection, and research on protection cases.

2.2.1 Research on cultural heritage protection methods

Yuan Li and Gu Jun believe that the protection of China's intangible cultural heritage mainly adopts the national intangible cultural heritage survey, the establishment of the "National Intangible Cultural Heritage List" system, and the selection of national intangible cultural heritage inheritance. People, establish national cultural and ecological protection areas, set up "Cultural Heritage Day", carry out intangible cultural heritage education, encourage localities to build intangible cultural heritage museums, exhibition centers or training centers in a planned way, and promulgate the "Intangible Cultural Heritage Law" etc. (Yuan, 2013)Ma Zhiyao and Chang Guoyi summarized six intangible cultural heritage protection models that the academic circles were keen on from 2011 to 2020, namely legal protection, industrial protection, digital protection, holistic protection, classified protection and educational protection . Chen Xingui believes that there are many ways to implement the protection of intangible cultural heritage, mainly including the establishment of protection lists, ethnographic methods, academic research-driven protection, productive protection, protection of inheritors, and multicultural education.

2.2.1.1 Productive Protection

In 2006, Wang Wenwen first proposed the concept of "productive protection" in his monograph "Introduction to Intangible Cultural Heritage". In 2009, this form of protection became popular, referring to the realization of intangible cultural, the transformation of heritage allows it to be sold publicly in the form of cultural products. On the one hand, it will generate considerable economic benefits, and on the other hand, it can also achieve strong protection of intangible cultural heritage. Song Junhua affirmed in "Cultural Production and Productive Protection of Intangible Cultural Heritage" that productive protection is a good protection method, emphasizing both inheritance and development; emphasizing both spirituality and practicality and economy; It not only emphasizes external protection, but also attaches importance to self-development. Wang Xin mentioned in "Understanding of the

Concept of Productive Protection of Intangible Cultural Heritage" that in the context of the protection of intangible cultural heritage, The essence of "productive protection" is the research on the relationship between "protection" and "development".



Figure 2 Intangible cultural heritage crafts for sale-mortise and tenon joints

Source:[https:// www.duitang.com:2023](https://www.duitang.com:2023)

2.2.1.2 Digital Protection

"Digital protection" refers to the use of digital collection, digital storage, digital processing, digital display, digital communication and other technologies to convert and reproduce intangible cultural heritage into digital forms, providing a broader space for the protection, display and dissemination of intangible cultural heritage. Huang Yonglin and Tan Guoxin pointed out that in the process of using digital means, we must attach great importance to the relationship between digital technology, cultural ecological balance, and the cultivation of interdisciplinary talents, and we must adopt a scientific method to deal with it. Song Junhua and Wang Mingyue believe that in order to form a new concept of "participatory digital protection", it is necessary to give the rights of digital protection to inheritors and owners, so that their identities can be turned into active participants. The mission of intangible cultural heritage protection and inheritance is assumed, and it is organically integrated with the daily life of the people.



Figure 3 Drones measure data on cultural heritage

Source: <https://www.baidu.com>:2023

2.2.1.3 Legal Protection

Due to the legal protection of intangible cultural heritage first appeared in Zhan Zhengfa's paper published in "Wudang Academic Journal" in 1997. Liu Yuan pointed out in the article "Analysis of Intangible Cultural Heritage and Its Legal Protection System" that the gradual establishment of a standardized and complete legal protection system for intangible cultural heritage will help precious heritage regain its brilliance. Lu You and Zhou Anping believed that the establishment of a new litigation system for intangible cultural heritage plays an important role in the protection of intangible cultural heritage. Create a new path for the protection of intangible cultural heritage. Huang Yuye and Ge Guang believed that public law should be given priority and private law should be supplemented, so as to promote the protection of intangible cultural heritage to a better effect.

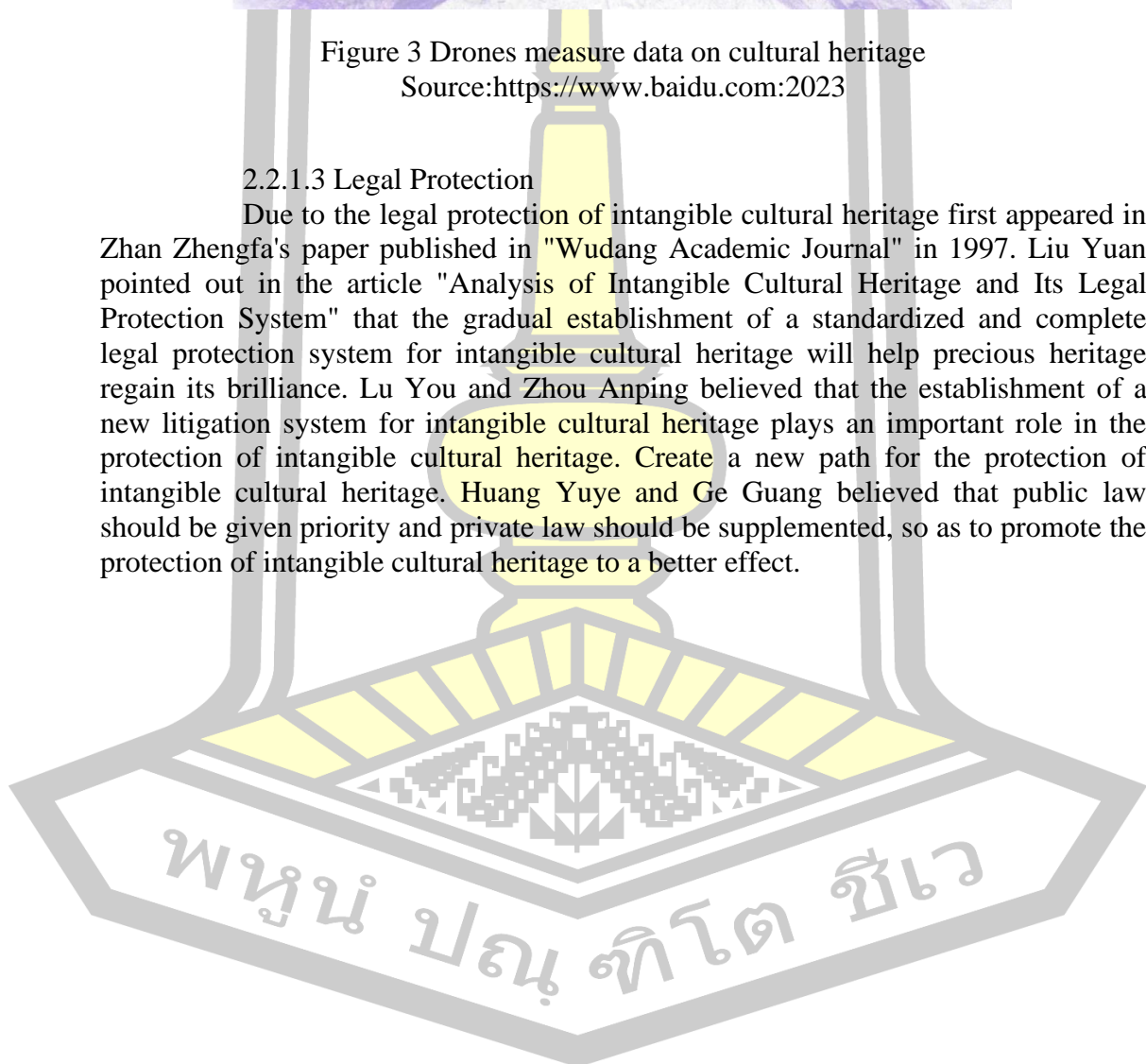




Figure 4 Relevant laws and regulations on the protection of cultural heritage of the People's Republic of China
Source: <https://www.baidu.com>:2022

2.2.2 Research on the subject of cultural heritage protection

It is the government department that plays a dominant role in the protection of cultural heritage, and this view has been recognized by the academic circles. Han Chengyan stated in "Analysis of the Subject and Protection Subject of Cultural Heritage" that the government, on behalf of the country, undertakes the international obligations of the Convention, formulates relevant systems, provides financial support, etc., and plays a leading role in the process of cultural heritage protection. Wang Jun and Zhang Yanguo concluded that the public goods characteristics of intangible cultural heritage are relatively significant, so government departments must pay attention to the protection of intangible cultural heritage and play a leading role, and build a scientific, reasonable, coordinated and effective leadership mechanism for protection work, in order to better promote the protection of cultural heritage. Some scholars also believe that it is necessary to introduce multiple subjects in the process of intangible cultural heritage protection to build a complete protection system. In the article "Cultural Heritage Protection under the Model of Industry-University-Research Cooperation", Liang Jia believes that the protection of cultural heritage with the government and research institutions as the main body in the past is too monotonous, and the three-dimensional and diversified protection of intangible cultural heritage should be realized through the combination of industry, university and research institutes. Wu Ping believes that the protection of intangible cultural heritage should be composed of local government, academic circles, local people, commercial organizations, cultural institutions, etc. Yuan Li, a researcher at the Chinese Academy of Arts, believes that in addition to artists, craftsmen and other inheritance subjects, there is also a government-led protection group. In addition to governments at all levels, this group also includes academic circles, business circles, and news media. In the monograph "Research on Social Forces in the Field of

Intangible Cultural Heritage Protection" jointly written by Zhang Zhaolin, Shu Huana, and Qi Rulin, it is believed that various forces should be absorbed to form a powerful force for the protection of intangible cultural heritage.

2.2.3 Case studies on cultural heritage protection

Li Rongqi wrote the article "Review of Cultural Heritage Protection Paradigms". Four intangible cultural heritage protection cases, such as Jiangxinyuan Community, which is difficult to inherit, and Li Nationality's traditional spinning, dyeing, weaving and embroidery skills, which optimize the talent training model, provide reference for the protection of intangible cultural heritage. Han Chengyan took Ningbo as an example in the research on the "integrity" concept and practice of cultural heritage protection, and came up with three protection methods worth learning from. One is to pay attention to the combination of material culture and intangible culture, and the other is heritage protection and public cultural reconstruction. The combination of the third is "whole" self-consciousness. Taking Yichang Changyang Tujia Autonomous County as an example, Zhu Xianggui and others carried out empirical research on the innovation of intangible cultural heritage protection models, and obtained the basic principles of the county's implementation of the industrialization of intangible cultural heritage protection and the next step.



Figure 5 Li Nationality Holds Embroidery Technology Exchange Activities
Source: <https://www.baidu.com>:2023



Figure 6 Area of Porcelain Making and Conservation Techniques

Source:<https://www.baidu.com>:2023

2.3 Knowledge of cultural tourism and resources

With the development of social economy promoting the progress of the tourism industry, the thinking of tourism resource development is to implement the development planning and deployment of potential tourism resources into reality. Then the definition of cultural tourism resources development in this article refers to the development behavior activities that are led by the government and participated in by the market. The form highlights the cultural connotation and can satisfy the cultural experience of tourists. It specifically covers the mining and integration of cultural tourism resources, the development of cultural tourism products, the marketing of cultural tourism brands, the consumption services provided to tourists, the management of the living environment of tourist destinations and the protection of ecological environment and other development activities.

2.3.1 The main body of cultural tourism resources development

In the development of cultural tourism resources in traditional villages, the government is the promoter, the enterprise is the developer, the village committee is the coordinator of development, and the villagers are the providers of cultural tourism resources.

(1) Local grassroots government

The local grassroots government mentioned in this article refers to the township-level government. It plays the role of uploading and issuing notices and implementing relevant requirements. It has the closest contact with the villagers, always pays attention to their interests, and promptly communicates them to the higher-level government, and then listens to the higher-level government. instructions and implement relevant policy resolutions. Because of its regional nature, it can be more closely connected with the masses, so the township level government is the most able to grasp the development of traditional village cultural resources, and it will undoubtedly become the leader of cultural tourism development, playing a strong

management and guiding role, formulate revitalization projects and various development plans, and exercise the management right of cultural tourism.

(2) Developer

Developers can bring investment, new concepts, and new methods to the local area, but they will pay more attention to profit and maximize economic benefits, and the protection of natural resources and cultural resources is not the focus.

(3) Village committee

The village committee is a grassroots mass organization for villagers to implement self-management services. It is responsible for the affairs of the village, large and small. It is a representative of collective interests and a good communication bridge between the government and villagers. In the development of cultural tourism resources, it plays the role of organization, service, and coordination, leading villagers to protect their homes, revitalize their homes, strengthen village collectives, and drive village development.

(4) Villagers

Villagers are the owners and users of local cultural resources, as well as the direct stakeholders of cultural tourism development. However, limited by education level, cultural level and ideology, the rights and interests of villagers in the development of cultural tourism are often neglected, and they are relatively disadvantaged. However, the development of cultural tourism is inseparable from villagers. Their living space, public cultural facilities, and various activities in the village all affect the healthy development of cultural tourism. It is necessary to safeguard the rights and interests of villagers, including equal rights, Housing rights, participation rights, benefit-sharing rights, self-preservation rights and cultural heritage ownership.

(5) Tourist

Tourists are one of the main participants in cultural tourism. In order to meet the needs of sightseeing and experiencing different cultures, they choose to travel to different scenic spots, become consumers of cultural tourism products, and form a supply-demand relationship with the tourist destinations they choose. With the improvement of the overall quality of tourists, their requirements for cultural tourism products are also getting higher and higher, and they must be satisfied both materially and spiritually.

2.3.2 Principles for the development of cultural tourism resources

In the process of developing traditional village cultural tourism resources, only by following certain principles can the development be achieved.

(1) The principle of distinctiveness

Features are the attractiveness, competitiveness and vitality of tourist destinations. The essence of development is to explore and utilize features, so that I have what others don't have, and I am the best when others have it. I am the most unique when others have excellent ones. The development indicators of the characteristic principle are reflected in the degree of rarity, scale and integrity. For traditional villages, ethnic buildings, century-old trees, and ancient wells are relatively rare cultural representatives under modernization. Fully research the uniqueness, analyze and find out the cultural similarities and differences with other tourist attractions, give them an introduction when tourists come to feel different cultures, and the main strategy adopted is to seize tourists' curiosity about cultural differences

and pursue the more obvious this difference is for things that you have never seen before, the more tourists will be attracted to participate. In addition, if this unique resource can be developed on a large scale, it will have a certain visual impact on tourists, which is also an important factor to attract tourists to visit. In the process of developing cultural tourism resources, appropriate innovation and development may be made, and some modern facilities may be added, which requires as much as possible to ensure the fit so as not to destroy the original features.

(2) The protective principle

The principle of protection means that we should do our best to protect the quality of resources in the development of cultural tourism resources in traditional villages. Many cultural tourism resources involve relics and heritage, which are the wealth of human society. The principle of equal emphasis on development and protection must be adhered to in order to ensure the vitality of cultural tourism projects and contribute to the protection and inheritance of traditional cultural resources. In fact, any reconstruction of cultural resources will involve the conflict between innovation and traditional culture. If it is not handled properly, it is easy to violate the principle of protection. Therefore, when developing the cultural tourism resources of traditional villages in Xiyang Yi Township, it is necessary to take protection measures to the greatest extent, and then carry out scientific development to ensure the sustainable development of resources.

(3) Participatory principles

The principle of participation is embodied in two meanings. On the one hand, the development of traditional village cultural tourism resources requires the participation of multiple subjects, including the government, development companies, villagers, cultural heritage inheritors, and tourists. Starting from the interests of different subjects, solicit More suggestions to maintain the harmonious development of cultural tourism resources to meet the interests of different groups, especially to guide local villagers to participate in it, not only can make them better understand the development status of local cultural tourism, but also drive them to increase income; another layer The implication is that when developing cultural tourism resources, it is necessary to create immersive experience activities that can provide tourists with services to personally experience local farming culture and folk culture, such as participating in hand-weaving with ethnic characteristics; participating in farmland labor, planting fruit trees, Harvest rice, etc.; you can also participate in picking vegetables and cooking food by yourself, etc., to increase tourists' interest in traditional village cultural tourism resources.

(4) Cultural principles

The so-called culture is the soul of tourism, and tourism is the carrier of culture, so culture is the most critical in the development of traditional village cultural tourism resources. When developing cultural tourism projects, in line with the goal of cultural communication, fully tap the cultural connotation of various resources, so that tourists can truly learn cultural knowledge through tourism, enhance cultural self-confidence, and experience excellent traditional culture, such as farming culture, red culture, The core content of folk culture should be sorted out and displayed.

(5) The principle of locality and simplicity

Traditional villages are a kind of nostalgia, a memory of a generation, and a non-renewable cultural heritage of farming culture. In the development of traditional

village cultural tourism resources, we must maintain the locality and simplicity of cultural resources and protect them so that we can keep our nostalgia and our roots and attract more tourists.

2.3.3 Development content of cultural tourism resources

The development of traditional village cultural resources needs to be based on the principle of development, which should include the development of core cultural tourism resources, provide various supporting services for cultural tourism, and carry out some commercial activities.

(1) Development of core cultural resource layer

Traditional villages have rich and characteristic cultural tourism resources such as ancient buildings, ancient trees, ancient wells, folk activities, traditional dances and musical instruments, and related cultural relics. These will become the basic content and core layer of the development of cultural tourism resources. The scientific design and construction of ancient buildings, the study of Fengshui, the origin and significance of folk customs and other cultural connotations, and then carry out reasonable repairs according to the existing conditions to maintain the depth of resources

(2) Development of cultural peripheral layer

The development of the peripheral cultural layer is to effectively disseminate the developed core cultural resource layer to tourists. Of course, it is also necessary for local residents to understand the connotation of local characteristic culture more clearly and accurately. This requires the expansion of the core cultural layer and strengthening the creation and publicity of characteristic cultural resources make traditional village cultural tourism resources more concrete. For example, through various forms and channels of publicity, cultivate excellent cultural commentators, build a performance stage for traditional cultural activities, and provide high-quality services in cultural exhibition halls to attract tourists to understand their desires and experience local culture immersively.

(3) Development of culturally relevant layers

From the perspective of profitability, this layer needs to rely on the excellent cultural characteristics of traditional villages to develop various commercial products. On the one hand, it is mainly because tourists want to buy an item as a souvenir of their trip, or they like the characteristic ethnic groups in the area. Clothes and traditional hand-woven products, or you want to bring some local specialties back to taste and give gifts to your family. On the other hand, it is to sell the developed products to promote the history and culture of the village. You can also Increase the income of villagers and activate the vitality of the village. This part fully reflects the value of commercialization and tourism.

2.3.4 Development methods of cultural tourism resources

(1) Eco-museum style

The eco-museum refers to the entire village as the exhibition area, no walls are set up, the gate is open, the landscape in the village, various material and non-material cultural resources are the constituent elements of the eco-museum, this mode is an important aspect of the current cultural resource protection development The method can fully reflect the authenticity, integrity and originality of the village, not only static protection, but also dynamic inheritance.

(2) Theme park style

This model needs to protect and develop the cultural resources of the village into cultural industries with different themes. The tourism industry, such as cultural centers, research bases, orchards, independent farmhouses and other cultural themes, mainly highlights the feeling of a comprehensive vacation and leisure experience.

(3) Live stage play style

By setting up a stage, it is a form of intangible cultural heritage performances, including traditional musical instrument dance performances, as well as plot replays of red historical and cultural deeds. This method can better display the intangible cultural heritage to the public from the perspective, look back at the advanced deeds of the past ancestors and enhance the cultural charm of the village. During this performance, tourists can not only watch the performance, but also participate in dancing with the performers, promote the deep integration of culture and tourism, and promote the economic development of the village. So that tourists can "slow down" to fully appreciate the local culture.

(4) Festival activities

The mode of festival activities refers to the use of the annual traditional folk festivals to hold cultural and artistic competitions or large and medium-sized folk activities. When the solar terms are approaching, a meeting must be held to determine the time and place, formulate activities, plan travel routes, and preview in advance. There are also preparatory activities such as multi-channel publicity, among which activities include performances of traditional dance music, folk customs, folk festival ceremonies, traditional food banquets, traditional handicraft product exhibition and sales areas, and immersive experience activities to attract tourists. A development model for festivals of different nationalities.

(5) Tourism commodity type

The village's unique regional traditional delicacies and traditional folk handicrafts can attract people's attention by declaring them as intangible cultural heritage items. Based on their uniqueness and participation, they can be directly processed into tourist products and sold to tourists, so that tourists can keep them. A souvenir; it can also simplify the process of making cultural arts and crafts, so that tourists can also participate in the process of appreciating the project, feel the culture and enjoy the fun.

(6) Online style

Based on the needs of the prevention and control of the new crown pneumonia epidemic and the rapid development of Internet technology, short videos are pouring in from major websites. They are no longer just a tool for star film and television playback, but also a tool for ordinary people to record and share their lives, and even developed into a way to make money. new format of business. This will also develop into a new way of developing traditional village cultural tourism resources. By launching live broadcasts, shooting short videos for publicity, and even entering film and television variety shows through star effects, etc., the excellent material and non-material culture of traditional villages will be brought to the cloud., Yunyou style spreads quickly, with low cost and high efficiency, which can be known by more people and attract more people to travel.

2.4 Yaowa village culture

2.4.1 Traffic location

Yaowa Village is a natural village located in Luoning County, Luoyang City, Henan Province. Luoning County is located in Luoyang City, with a population of about 380,000. It is a typical mountainous agricultural and forestry county with beautiful natural scenery. At present, Luoning County is divided into 11 towns and 6 townships; Yaowa Village is located in Gu County, established in 1931, and now has a history of 83 years. Yaowa Village is located around the Guxian Reservoir, with beautiful natural scenery and rich products. Because it is far away from the city, the cultural heritage and customs are well preserved. It is a village that coexists with the forest. The following table shows the territorial distribution of Yaowa Village:

Table 1 The location of Yaowa Village
Source: People's Government of Luoning County:2023

Direction	Territory borders
East	Yiyang County
Western	Song County, Luanchuan County
South	Lingbao City, Lushi County, Sanmenxia City
North	Sanmenxia Shanzhou District, Mianchi County

Table 2 Time-consuming table for the distance from each county in Luoyang City to Yaowa Village

Source:Baidu Map:2023

Country	Distance	Spend time
Mengjin Country	170km	2h30m
Yichuan Country	156km	2h40m
Luanchuan Country	159km	3h51m
Song Country	161km	3h
Yiyang Country	125km	2h8m
Xinan Country	144km	2h25m
Ruyang Country	210km	3h4m
Yanshi Country	199km	2h54m
Main Country	151.2km	2h30m

Table 3 Time-consuming table for the distance from major cities in Henan Province to Yaowa Village

Source: Baidu Map: 2023

City	Distance	Spent time
Zhengzhou City	287km	3h54m
Kaifeng City	344km	4h30m
Sanmenxia City	123.2km	2h14m
Anyang City	448.9km	5h26m
Pingdingshan City	262.4km	3h38m

2.4.2 Physical geography

Yaowa Village is located in the deep mountainous area in the west of Luoning County, Luoyang City, Henan Province, along the coast of Guxian Reservoir in the southwest of Guxian Town. The site is located in the Lingyuan area, between $31^{\circ}23'-36^{\circ}22'$ north latitude and $110^{\circ}21'-116^{\circ}39'$ east longitude. Yaowa Village belongs to the temperate monsoon climate, and is affected by the southeast monsoon and northwest monsoon all the year round, with four distinct seasons, rich in crop resources.

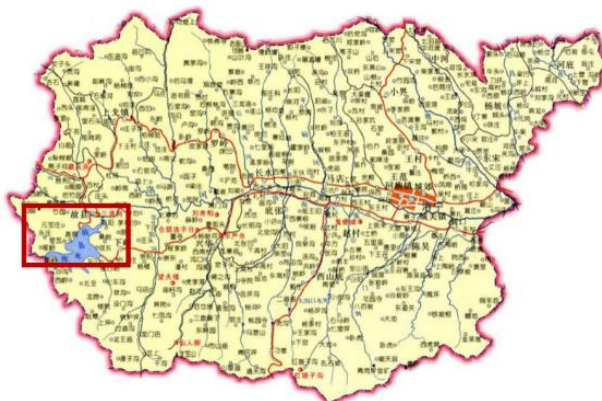


Figure 7 The location of Yaowa Village

Source: Baidu Maps: 2023

The whole village looks like a leaf from a plane view, and each alley is a leaf vein. The internal buildings are mainly cave buildings, one and a half stories high, and the layout is mostly two-in-one and one-in. The layout is simple, simple and elegant. From the outside, the houses are hidden in the hillside, each family has a single courtyard, and each house has a three-hole cave dwelling. There is a bamboo forest stretching for dozens of miles on the top of the hillside of the cave dwelling. There are more than 10,000 bamboo trees in total, and about half of the trees are over 100 years old. The implication of auspiciousness, now it has become a famous scenic spot, named "Ten Mile Bamboo Forest", which was listed as the highest latitude bamboo forest in China in 2015. The green mountains, green waters, ancient trees and ancient buildings all tell the story of the millennium wind and rain that Yaowa Village has gone through, showing the unique style of the village.

2.4.3 Social Economy

Yaowa Village is located in the deep mountainous area in the west of Luoning County. It governs 3 natural villages and 6 resident groups. The total area of the village is 25 square kilometers, with 525 acres of cultivated land and 2,500 acres of barren hills suitable for forestry. As of 2020, the statistics of the whole village 127 households with 596 people. Tourism is the main economic pillar industry of Yaowa Village. After several years of development, the tourism industry of Yaowa Village has taken shape and is developing rapidly. In 2021, the number of rural tourists in Yaowa Village has reached 1 million. It is 1.38 times that of 2016, with an average annual growth rate of more than 14%, and tourism revenue exceeds 200 million yuan, which is 2.14 times that of 2014.

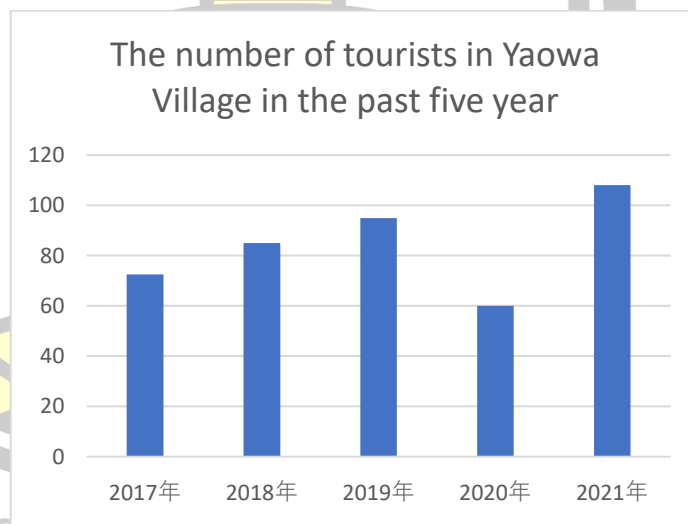


Figure 8 The number of tourists in Yaowa Village in the past five years
Source: People's Government of Luoning County:2022

2.4.4 Study on the Function and Value of Yaowa Village Culture

2.4.4.1 Ecological value

"People in traditional villages practice the concept of ecological civilization construction. The theories of 'harmony between man and nature' and 'Yin Yang and five elements' are the concepts pursued and practiced by the ancients.

Harmony between man and nature, man and landscape, and man and environment.” Liu Yubao and Qiu Zhaoyuan, taking the Hakkas in southern Jiangxi as representatives, expounded the Hakkas’ village planning and layout. "According to local conditions, designing according to the situation, recycling and reuse of the sewage system, and the perfect integration of the adobe building with the environment, it embodies the Hakka people's pursuit of the concept of harmonious coexistence between man and nature, and has strong ecology and practicality."

2.4.4.2 Educational value

Through the collection and combing of literature, traditional villages have educational value in many aspects such as history, morality, and aesthetics. We should make full use of the educational resources contained in the development of traditional villages to protect and promote the traditional culture of the nation. Village culture plays the role of guidance and regulation, integration and communication, inheritance and education.

2.4.4.3 Comprehensive value

The root of the excellent traditional culture of the Chinese nation lies in the villages rather than the cities. Compared with the urban culture, the village culture originated from the land of China, which is based on agriculture. Zhang Weihong, He Yuqing, Pan Shumin, etc. took Yangxia Village in Yunxiao County as an example to explain that the village culture has architectural value, artistic value, historical value, etc., and the value of the village culture should be comprehensively evaluated and developed and utilized. In the process of development and utilization, we should insist on protection. The principles of equal emphasis on leadership and leadership, excavation and inheritance, government leadership and social participation. Li Hong took Yong'an Gucheng Village in Hepu, Guangxi as an example, explaining that "village culture has social and historical value, cultural tourism value, and economic development value, and it needs to attract the attention of the society and propose specific remodeling strategies."

2.5 Relevant theoretical

2.5.1 Industry Convergence Theory

With the change and growth of technological innovation and market demand, the division of labor in society has become more and more clear, new characteristics and new market demands have emerged in the industry, and new industries have been formed by the integration of existing industries. Current academic research on industrial convergence focuses on technology integration theory, fuzzy theory, and process development theory. studied the machine tool industry in the United States and defined the phenomenon of the spread of the same technology to different industries as technological convergence , which began in the early fields of technology . (Rosenberg, 2009) Technology integration is the core of industry integration, and technology penetration and innovation are key features of industry integration.

The integration of the cultural industry and the tourism industry is the result of the joint promotion of cultural system reform and the development needs of the tourism industry. After the infiltration, integration and reorganization of resources, the two have broken the original industrial field and gradually blurred or eliminated the gap between the two. A new cultural tourism industry system has been formed.

Industrial integration is the basic theory of its development. The integration of the two will play an important role in enhancing the cultural connotation of tourism products, increasing the attractiveness of tourism products in the market and optimizing the structure of tourism industry.

2.5.2 Tourism experience theory

Western scholars began to study and discuss the theory of tourism experience in the 1960s. China's research on tourism experience theory began in the early 21st century. Due to the complexity of tourists' personal hearts and the diversity of tourist destinations pursued by tourists, the experience of tourists is complicated. Tourism experience is very important to tourism. Individuals connect with the outside world through tourism communication, imitation and vision. The process of changing and adjusting mental state is a kind of compensation for body and spirit.

With the advent of the experience economy, people's travel experience is becoming more and more abundant, and tourists' demand for travel is also increasing. Traditional rural tourism cannot meet the needs of all tourists. At the same time, it faces problems such as difficulty in improving the quality and transformation of rural tourism products, and chaotic market competition. The super experience and strong vitality brought by tourism can bring new vitality to rural tourism, and it is an inevitable trend to integrate tourism experience into the development of rural tourism. At present, the overall development stage of China's tourism industry is gradually transforming and upgrading from sightseeing tourism to experiential tourism, and experiential tourism has become an important topic in the study of Chinese tourism theory.

2.5.3 Cultural Innovation Theory

Culture mainly includes material culture and spiritual culture. Culture spreads through exchanges and develops on the basis of inheritance. Innovation is the soul of a nation and country, and it is also the source of eternal vitality of culture. The basis of cultural development is cultural innovation, and the two complement each other. Culture is the product of life practice it guides and limits the development of life practice. Cultural innovation is a spiritual innovation activity, the internal mechanism and driving force of the development of culture itself, aimed at updating knowledge and developing value. Modern cultural innovation has conscious systematic behavior and strong characteristics of the times. Technological innovation is the core of innovation. The focus of cultural innovation is to create a social environment for mass innovation. It is estimated that a large number of innovative talents will be cultivated to promote all-round cultural innovation and development.

2.5.4 Activation of cultural heritage resources

Existing research theories believe that the activation of cultural heritage resources is a higher form of cultural heritage protection, including how to convert cultural heritage into tourism products while ensuring its authenticity without affecting the protection and protection of cultural heritage. To achieve sustainable tourism development of these contents. Therefore, the activation of cultural heritage resources involves two main points: first, heritage resources can be developed into tourism products that meet the needs of tourists; second, heritage tourism products are conducive to the protection and inheritance of heritage. The theory most closely related to the activation of cultural heritage resources is the theory of cultural reproduction. The theory of cultural reproduction was first put forward by French

scholar Bourdieu Pierre. His point of view is that culture can be reproduced, and human society develops dynamically, and culture is also continued and inherited in the process. However, inheritance is not simply copying traditional culture, but integrating a certain spirit and connotation of the times to innovate. Dieu-Pierre's cultural reproduction theory focuses on the social attributes of human beings, and believes that cultural reproduction is constantly promoted by the realistic needs and behaviors of human survival and development. Since then, other experts and scholars at home and abroad have conducted in-depth explorations on this theory. British educator Burns introduced the theory of cultural reproduction into the field of educational research. Domestic scholar Gao Xuanyang published "Bourdieu's Social Theory", which also sorted out the concepts and theories of cultural reproduction. Tourism activation of cultural heritage resources is essentially a cultural reproduction measure, because this activity takes cultural heritage resources as the core and intermediary, produces new cultural tourism products, and then triggers activities such as distribution, exchange, and consumption.

2.5.5 Sustainable Development Theory

The concept of sustainable development originated in the second half of the 20th century. Traditional economics at that time regarded rapid economic growth as the primary goal of human social development, but the long-term implementation of this theoretical point of view made some environmental problems profoundly manifested, such as waste of natural resources and ecological deterioration, which in turn hindered the economy. At the same time, it will also lay the foundation for the emergence of sustainable development theory. In the late 1980s, the then Prime Minister of Norway published an article, "Our Common Future", in which a new term appeared, which was sustainable development. The article explains sustainable development as: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This explanation is widely accepted. my country's sustainable development process began in 1994, when the State Council's "China's 21st Century Agenda-Population, Resources and Environment White Paper" became a programmatic document for my country's sustainable development. Sustainable development has since become the basic strategy of my country's economic and social development. The theory of sustainable development emphasizes two main points: one is the coordination of current social development, including the coordination between economic development and population, resources and environment, the coordination between social progress and ecological balance, and economic development; It is the sustainability of future social development, including economic sustainability, social sustainability, and ecological sustainability. In the process of tourism activation of rural cultural heritage resources, it is necessary to always adhere to the theory of sustainable development, maintain the coordination between tourism cultural products and original cultural heritage, and maintain the coordination between new culture and culture. The development process of the rural cultural tourism industry must also pay attention to the coordination of population, environment, resources and economy.

2.6 Related Research

Since the 1980s, China's rural tourism has developed vigorously. As one of the formats of my country's tourism industry, rural tourism is an important driving

force for the prosperity and development of my country's tourism industry. In the process of developing rural tourism in various regions, there will always be many problems. Therefore, it is necessary to learn from excellent cases at home and abroad and learn mature experiences and practices. Summarize the effective suggestions that Jinan can promote the development of rural tourism.

2.6.1 Related Reference

The theme of this article is cultural heritage, and the content of the thesis is the cultural heritage protection and tourism development of Yaowa Village. Through CNKI and Google Scholar, search for relevant content through keywords such as "cultural heritage" and "cultural tourism", and there are more than 1,100 related contents. After a comprehensive analysis and sorting out, "cultural heritage" and "cultural tourism" are interpreted.

This paper conducts research from periodical literature, summarizes the existing research materials, and summarizes and organizes relevant literature with reference value in the research topic for the research of the paper.

2.6.1.1 Related reference in China

A.Chen Tian (2019)

Research on the planning strategy of traditional village cultural heritage protection-Take Liukeng village, Le'an County, Jiangxi Province as an example

The article points out that traditional villages are rich in material and intangible cultural heritage and contain historical and cultural information with local characteristics. However, with the rapid development of urbanization in China, the number of traditional villages is decreasing, and the problem of "hollowing out" is becoming more and more serious. Therefore, the protection and renewal of traditional villages are paid more and more attention by all sectors of society. The state vigorously implements the Rural Revitalization Strategy, and the recognition of rural values is also higher and higher, Liu keng village in Le'an County, Jiangxi Province is the first traditional village listed in the list of national historical and cultural villages in Jiangxi Province, but there is a certain gap between its protection and development and Anhui-Xidi and Hong cun or Liu keng village in Wu yuan in the second batch.

The article surveys the current situation of Liukeng Ancient Village, completing the investigation on the current situation of Liukeng ancient village, summarize the relevant work and implementation measures of Liukeng village in cultural heritage protection, and analyze the following problems existing in the protection of Liukeng village's cultural heritage: emphasizing "materialized" display and ignoring the development of cultural connotation; Low development level and lack of in-depth experience; The exploration of characteristic cultural content is relatively shallow, and the core competitiveness is insufficient; The implementation of relevant plans is not in place, and the street landscape is incomplete; Residents have low awareness of cultural resources and indifferent concept of protection.

B.Wang Yu (2020)

Research on the protection and development of historical and cultural villages -- take yangqi village as an example

With the development of society and the change of people's way of life, some traditional ancient villages and towns are gradually declining. Under the premise of protecting the texture, spatial layout, street scale, green landscape and historical buildings of historic and cultural towns and villages, the proper transformation and

development of them is conducive to the continuation and inheritance of their historical and cultural heritage, the improvement of the village style, the improvement of people's livelihood, and the economic revitalization through the optimization of business forms.

Papers in the provincial famous historical and cultural village YangQi village as the research object, the induction of innovative protection and development train of thought, problem oriented, and put forward the planning principles and content, summed up a set of systematic and systematism of historic and cultural town village development project operation mode and technique, to explore a protection and passing on historical culture and promote the continuous development of new path, hope it can for the historical and cultural town village explore new train of thought of development and construction, to provide more scientific and operational experience and reference.

The fifth chapter puts forward the solution to the current situation, and summarizes the protection and development countermeasures of yangqi village. Regional and historical and cultural protection strategies are put forward to adopt different protection methods for different protection areas, emphasizing protective development. The countermeasures of tourism development advocate creating characteristic tourism and strengthening regional cooperation. The last chapter summarizes the research results of this paper, puts forward the basic conclusions and major innovations.

C.Deng Ying (2019)

Research on the Development and Construction of Characteristic Towns under the Background of Cultural and Tourism Integration ——Taking Yanshan Town of the Republic of China as an example

This paper takes the construction of Yanshan style town under the development of cultural tourism integration as the research object. By using the methods of investigation and analysis, theory combined with practice, this paper analyzes and summarizes the development of its location and local culture, explores the difficulties and problems that will be faced in the construction of the town, and puts forward innovative construction planning countermeasures and suggestions on this basis. It is expected that the Yanshan style town can be successfully completed and will be the first immersed characteristic town in Guilin

This paper aims to put forward countermeasures and suggestions on the construction of Yanshan style town in the cultural perspective. Through the questionnaire survey, four principles are put forward for the development of the project: respecting and inheriting culture, making full use of their own advantages, highlighting characteristics and diversified development, and government guidance. In view of the problem of how to integrate the development of cultural and tourism towns, this paper puts forward the corresponding.

D.Changhao Sun (2021)

Research on the Development Countermeasures of Rural Cultural Tourism in Tengzhou City

In the context of the new era of cultural tourism integration, the social attention of rural cultural tourism is getting higher and higher, and the related research of scholars is also more and more. As a brand-new form of tourism development, rural cultural tourism has injected new soul and vitality into rural tourism and rural

economy, and promoted the comprehensive implementation of Rural Revitalization Strategy. Although the topic of cultural tourism integration development is endless, the overall quality of rural cultural tourism development in China is not high. There are relatively few cases that really combine the unique cultural resources of rural areas with tourism. In addition, the long-term blind follow-up has caused the loss of rural cultural tourism activity in some areas, and the specific case studies that can be used for reference are even less.

Therefore, it is of great significance to explore new strategies for the integration of culture and tourism to promote the development of rural tourism, which is also in line with the requirements of the comprehensive implementation of Rural Revitalization strategy proposed by the state. In this paper, Tengzhou as the research object, through the reference of domestic and foreign literature, consolidate the theoretical basis, and collect and sort out the local data, in-depth analysis of the basic conditions of the integration development of rural cultural tourism in Tengzhou; On the basis of field investigation and data analysis, this paper defines the market demand of rural cultural tourism in Tengzhou, and summarizes the current situation and existing problems of rural cultural tourism development in Tengzhou. The main problems include low integration of cultural tourism industry, single cultural tourism products, insufficient capital investment and inadequate basic services; By using the method of comparison and induction, and drawing lessons from successful cases, this paper puts forward strategies and countermeasures suitable for the development of rural cultural tourism in Tengzhou, including clarifying the development mode of cultural tourism, developing cultural experience rural tourism products, increasing capital investment, insisting on giving priority to talents and building a smart tourism system, so as to promote the development of rural economy in Tengzhou.

E.Zhao Xinyuan (2018)

Research on the protection and tourism development of minority intangible cultural heritage in Subei Mongolian autonomous county

The paper aims when the speed of cultural development falls behind the speed of economic development, culture must change itself to adapt to the new economic foundation. This phenomenon is cultural change. The intangible cultural heritage is an inevitable product in the process of cultural change. It is like an intangible historical relic containing the essence of culture. For ethnic minorities, intangible cultural heritage is more important because it is not only the cohesion of national culture, but also the key to open the door of national memory. At present, the intangible cultural heritage of ethnic minorities is also being paid more attention to, but there are many problems in the process of inheritance and development. Subei Mongolian Autonomous County is located in the northwest end of the Hexi Corridor, the local Mongolian culture is unique, and there are plenty of intangible cultural heritage of ethnic minorities.

Subei Mongolian costumes and long two was also elected to the national intangible cultural heritage project, but the inheritance and development of the local ethnic minorities "intangible cultural heritage" has become a big problem, heritage, advanced in age lack of financial support, the inheritance process focus on the form of lack of cultural connotation and so on are needed to solve the problem. Therefore, we rely on abundant natural resources to integrate the intangible cultural heritage of ethnic minorities in the form of tourism development. We hope to pursue economic

development while carrying forward and promoting national culture. On the premise of this article starts from the "Subei Mongolian Autonomous County Heritage tourism development problems", using the research methods of ethnology, on the basic situation of the local culture, and intangible cultural heritage tourism development level and problems are analyzed and the comprehensive analysis on the development prospects of the local future is prospected. The hope of the Subei County intangible cultural heritage tourism development has a positive meaning, and lead to more about intangible cultural heritage tourism development focus.

2.6.2.2 Relevant research in other countries

A. Suntikul W., Jachna T. (2013)

Contestation and negotiation of heritage conservation in Luang Prabang,

Laos

This paper reports on the findings of a study into the interactions between entrepreneurs and heritage regulators in the conservation of historic buildings in the UNESCO listed town center of Luang Prabang, Laos. Based on interviews and surveys conducted with property owners and business owners in this heritage zone, and with a representative of the town's heritage regulation authority, the research investigates the relation between enterprises, the heritage environment they occupy, and the Heritage House – the heritage regulation body that determines the way in which they may use and adapt their buildings. Issues include perceived benefits and constraints brought by preservation policies and practices, as well as changes in property usage and decline of traditional ways of life as spinoff effects of UNESCO listing, which threaten the town's intangible heritage. Entrepreneurs and regulators each perceive the other stakeholder group as a source of constraints and challenges. The paper proposes that understanding heritage in terms of collaborative, rather than adversarial, processes, could contribute to more socially sustainable conservation practice, and makes recommendations for institutional and organizational changes that could support such a culture of negotiation and collaboration in heritage conservation in Luang Prabang.

B. Stroma Cole (2016)

Cultural tourism in a changing world

This paper aims to discuss tourism as an international system of exchange displays particular tensions around the interface between space and experience that reaches into the conceptual heart of globalization. The global structural realities of tourism are very much framed by the idea of the nation state and have their roots in the modern political geographies and nation-building agendas of the late 19th, and the first decades of the 20th century. Despite growing interest in the notion of regionalism whereby the region acts as the focal point for culture building and identification, it is the idea of the nation that still holds primacy in the metanarratives of international tourism. Each nation no matter what their position in any notional global political league table promotes tourism as an actual and potential source of external revenue, marker of political status that draws upon cultural capital, and as a means to itself as a territorial entity. Thus national governments have offices for tourism that quite willingly promote the idea of a national brand, wandering around the World Travel Market in London or the International Travel Convention in Berlin, one can be forgiven for thinking that ideas of mobility, transnational flows had no currency whatsoever. Exhibition stands forcefully exist as microcosms of nations albeit with

regional and subregional constituent parts. Tour operators act as buyers of essentially national' products. Developer negotiated with national government offices under national legislative frameworks National airlines retain highly visible and symbolic meaning for both host community and tourists, and despite the presence of multinational hotel chains, many hotel groups remain firmly structured around particular national characteristics and ideologies.

C.McIntosh A.J(2016)

Tourists' appreciation of Maori culture in New Zealand

Tourists' perspectives of indigenous tourism are not fully understood. This paper explores the nature of demand for indigenous tourism with particular attention to the appreciation of indigenous culture gained by tourists. The latter is explored using in-depth interviews with international tourists visiting New Zealand to examine tourists' motivations, perceptions and experiences of Maori culture. Findings of the present study provide some evidence to support anecdotal conclusions about the similar demand tourists require from their encounters with indigenous peoples. Five central dimensions of experience from which tourists come to appreciate the cultures of indigenous peoples are reported, namely; gazing, lifestyle, authenticity, personal interaction and informal learning. Important issues of product development and options for the sustainable development of indigenous communities are considered.

Tourists' perspectives of indigenous tourism are important for identifying consumer demand for product development and for assessing appreciation of host culture in the pursuit of tourism that is mutually beneficial to both host and tourist. While much emphasis in the literature on indigenous tourism has been given to issues of sustainable development, there remains only anecdotal information about the nature of demand for indigenous tourism and tourists' appreciation of indigenous culture.

D.Elena S. Bogomolova , Ana Dovlatova (2020)

Proceedings of the 7th International Conference on Education, Language, Art and Inter-cultural Communication

This paper is dedicated to the consideration of the cultural heritage features and cultural-historical value of tourist attractions as tourism resources in order to develop cultural tourism in Georgia and contribute to the sustainable development of the country. According to the analysis of the structure of tourism in Georgia, a large proportion of inbound tourists may introduce cognitive elements in their trips. This includes visiting and becoming acquainted with the country's cultural heritage. Research on cultural tourism in Georgia, which is a type of tourism in which cultural heritage enhances the attractiveness of tourist territories, reflected in the stimulation and motivation of new cultural experiences and intercultural exchanges for tourists. The article studies the dynamics of tourist arrivals for excursions within the framework of international tourism and the structure of inbound international tourism in Georgia by world region, of which Europe accounts for 84.5%. The statement confirmed that the country's cultural potential has a good resource base to provide high-quality tourism services for cultural tourism. The article points out the main trends in the growth and strengthening of cultural tourism between 2014 and 2018, considering that tourists form unique, authentic experiences based on acquaintance with Georgian cultural heritage. The statement confirmed that the country's cultural potential has a good resource base to provide high-quality tourism

services for cultural tourism. The article points out the main trends in the growth and strengthening of cultural tourism between 2014 and 2018, considering that tourists form unique, authentic experiences based on acquaintance with Georgian cultural heritage. The statement confirmed that the country's cultural potential has a good resource base to provide high-quality tourism services for cultural tourism. The article points out the main trends in the growth and strengthening of cultural tourism between 2014 and 2018, considering that tourists form unique, authentic experiences based on acquaintance with Georgian cultural heritage.

E.Jarkko Saarinen (2014)

The Tourism Development and Protection of The Traditional Village——Taking Botswana as An Example

In this paper, the author wrote down: with the development of today's society increasingly changing and accelerating pace of everyday life, urban and rural residents living standards improving, people choose to go out tourism as the main way of relaxing and relieving nerves. Relative to the crowded with a large number of tourists at home and abroad of the popular tourist attractions, simple, quiet, leisurely ancient village is becoming the best choice in many visitors' mind. Remote corner of the traditional villages is often located far away from the center city, only few people pay attention to their change and development. Because of avoiding the demolition and expansion of urban land, the traditional village preserved up to now, becoming people tourist destination. Not only keeping the objective reality of the traditional villages, but touching the history of the building, the traditional villages have lasted for hundreds or even thousands of years of folk customs culture activities which is material and spiritual. Besides can see the ancients' outstanding technology visitors are more likely to experience the local folk festival in the spiritual and cultural concept which is really body in harmony with mind of travelling. the traditional villages, as a kind of folk precious cultural legacy of material heritage, is not only the daily life of local residents, especially in recent years are keen tourist attractions. Botswana is the tourism development of ancient villages which is on behalf of the nationality of the typical physical material culture and spiritual culture. But with the evolution of time and space in recent years, ding village gradually lost its former prosperity, don't even know to outsiders. Based on the field visits, ways and methods of the related literatures and comparative study more in-depth analysis of present situation and existing problems of ding village, village tourism culture resources, focus on further mining in view of the problems, the author puts forward the reasonable development of feasible principles and methods and the suggestion, to revive old tourism affect the local economy and provide reference and suggestion.

2.6.2 Related case research

2.6.2.1 Overseas rural tourism

As urban residents yearn for beautiful pastoral scenery and beautiful rural life, the rural tourism industry is gradually taking shape. In the process of urbanization in most developed countries, rural tourism has become the main way to adjust the agricultural industrial structure, improve the income level of farmers, and solve the problems of agricultural and rural development.

(1) Integration of Traditional Culture and Rural Tourism in Gasshang Village in Japan

In Japan, there is a very famous county - Gifu County, which has been known as the "land of forests and streams" by the world. In Gifu County, there is another village that is more famous at the same time, that is Gassho Village in Shirakawa Township. Although Gasshang Village is only a rural village, it is extremely rich in timber resources and water resources. Due to the cold climate and frequent snowfall in Gasshang Village in winter, in order to be able to adapt to the local climate and live a normal life, the ancestors of Gasshang Village combined the actual local climate conditions with architectural design to build a building that is suitable for the local climate and has local characteristics. construction. For example, in order to prevent snow on the roof in winter, the roof is a building with a steep angle of 60 degrees, and thatch is covered on the roof. So far, because the thatch on the roof needs to be replaced constantly, only a few members of the family cannot do it when replacing the thatch, so the whole village of Hezhang Village will help each other. Gassho architecture is also known as the power of the "knot". Since 1950, German architectural scholars have evaluated Gassho House as the most reasonable building. In order to integrate the architectural structure of the gassho house with the surrounding natural environment and achieve a harmonious symbiotic environmental effect, combining the traditional architectural style and natural landscape of the gassho village, a large number of flowers and plants are planted in the front and rear of the gassho house. In addition, there are corresponding commercial streets near Gasshang Village. The decoration style and storefront decoration of each store will combine local natural resources to form its own unique selling point, which fully reflects the ecological beauty of Gasshang Village. Gasshang Village breaks the tradition, combines excellent local traditional culture with new tourism cultural projects, and thoroughly develops the local traditional festival, the Zhuojiu Festival, and becomes a festival that all people participate in. At the same time, it attracts a large number of tourists from all over the world to visit experience. Hezhang Village regards the protection of local original ecological resources as the basis for development, while retaining a large number of local excellent regional characteristic cultures and rationally utilizing existing resources. Hezhang villagers make reasonable planning and integration of existing resources, transform and utilize long-standing existing resources, and form tourist attractions with rural characteristics. Such as: using colorful plants to decorate the house, making the color of the house more vivid and moving; transforming the abandoned drainage ditch into a landscape pool for growing flowers and fish, adding more landscapes to the rural tourism industry while changing the environment: fully Use every resource to transform uninhabited personal gassho houses into small museums, etc.

(2) Integrative Development of French Giverny Cultural Experience and Rural Tourism

Giverny, located in the suburbs of Paris, France, covers an area of 9,000 acres and has a population of more than 500 people. In 1883, the painter Monet was attracted by the atmosphere of the small town and settled here. Since then, the characteristics of Impressionism have become the local characteristics. Due to the drastic transformation of the place by the master Monet and the protection and operation of the town and Monet's former residence by later generations, the town of Giverny has transformed from an inconspicuous small village in France into the most poetic and picturesque town in France, becoming the most representative. One of the

most popular rural tourism destinations. With the passage of more than a century, Monet's former residence has completely lost its glory at that time. Giverny restored Monet's original life at that time, and at the same time, copied more than 60 works of Monet to decorate the partition wall, as if the master still lived here. In order to build Giverny into a tourist attraction, the local government has worked together with the people to provide tourists with a lot of tourism conditions. For example: build a dedicated train. In order to attract more tourists, Giverny cooperated with the local railway department to open a number of small trains with impressionistic characteristics between Paris and Giverny; launched exclusive special packages. In order to greatly prolong the tourist's visit time, restaurants in tourist attractions offer special set menus, combining food with local characteristics, so that tourists can experience Monet's real life. The town of Giverny makes full use of Monet's celebrity effect, and uses methods such as space creation and scene restoration to comprehensively create experiential immersive tourism and stimulate the spiritual world that resonates with consumers. Attracted many paintings worldwide

The family came here to settle down, study paintings, and seek creative inspiration. A large number of practitioners engaged in various art careers gathered here from all over the world, gradually forming a large number of emerging art industries, which gave the local rural industries a chance to flourish.

2.6.2.2 Domestic rural tourism

my country's rural tourism started relatively late, but with the joint efforts of the national and regional governments and rural tourism practitioners, it has developed rapidly and formed a unique rural tourism development model. Among them, some domestic rural tourism destinations have achieved remarkable results and have a greater impact.

1)The integrated development of cultural industry and rural tourism in Taomi Village, Taiwan

Taomi Village, Puli Town, Nantou County, Taiwan Province, has superior natural conditions and beautiful scenery. It is only 10 kilometers away from the world-famous Sun Moon Lake, which is very different from other places in southern Taiwan. It is the main source of income during the development process, but Taomi Village is different. The economy of Puli County is relatively backward, and there is no great development advantage in terms of geography and traffic conditions. As a traditional village, the main crops in Taomi Village are bamboo shoots and rice fields. With the development and progress of society, the efficiency of traditional agricultural production is low and cannot meet the people's material needs. Therefore, a large number of young laborers in the village choose to go out for employment, and the young laborers are outflowing, which makes the aging of the population in this area more serious. In the 1990s, with the help of the local government and civil society organizations, they changed their thinking and re-planned. The people of Taomi Village summarized and excavated the local resources. The natural environment of Taomi Village is well protected.

The vast majority of frog species in Taiwan, Taiwan has a total of 30 species of frogs, 23 species in Taomi Village, Puli Township, Nantou County, rich in ecological resources. The people of Taomi Village took advantage of this ecological resource to create Taiwan's first frog-themed rural tourism eco-industry by shaping and refining the image of frogs, and reintegrated the industries of Taomi Village to

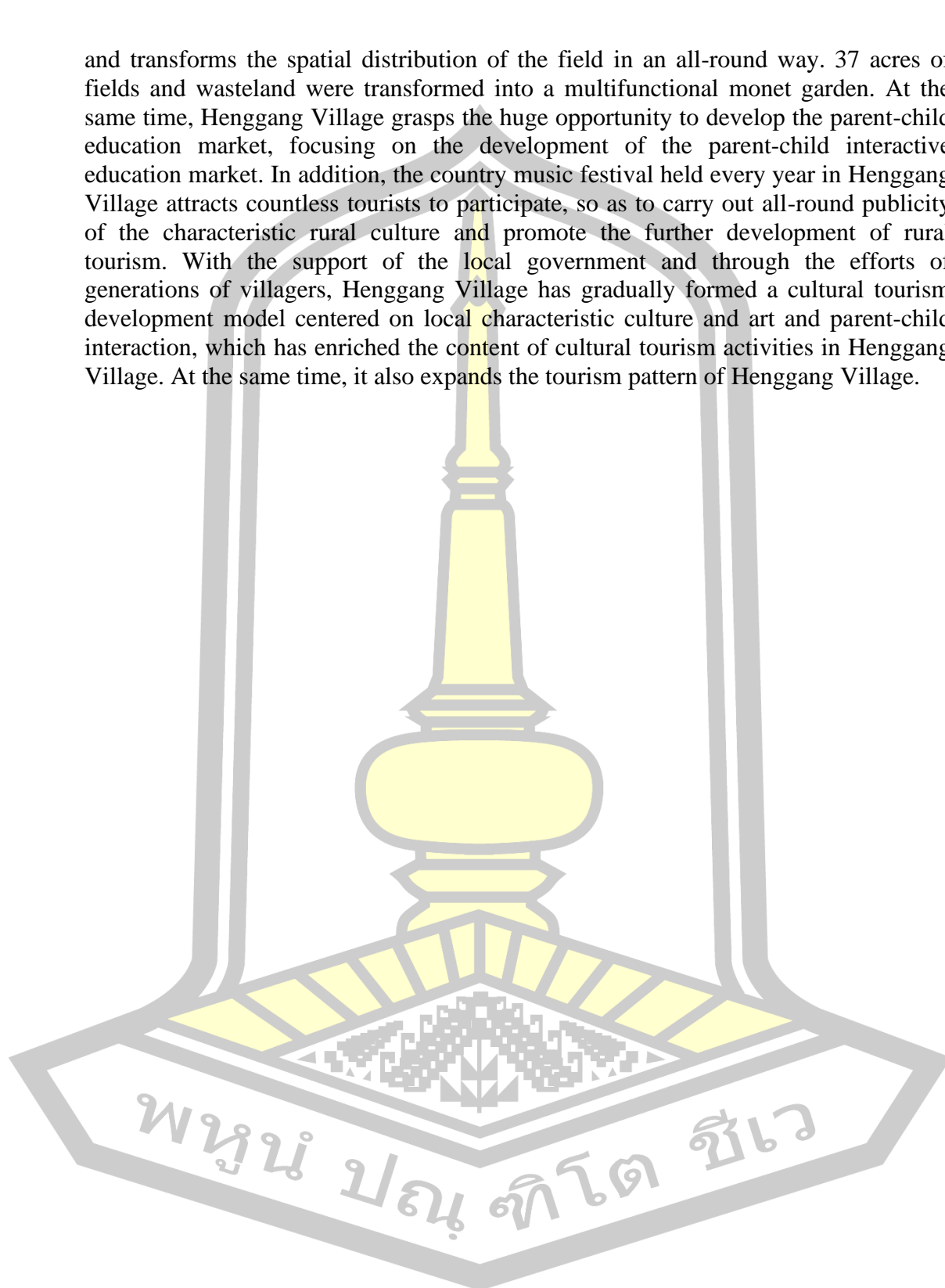
form a frog republic. Since then, Taomi Village, Jupuli Town, Nantou, has undergone unprecedented changes. From an unknown and remote village, it has gradually become a rural tourism ecological area with a unique frog theme, which has driven the development of other industries in Taomi Village. The development has extended the industrial chain and brought huge economic benefits to the local area.

The industrious and intelligent people of Taomi Village have formed a rich and colorful cultural industry with the theme of frogs. The image of frogs can be seen in every corner and every object of Taomi Village, and it has become a frog kingdom. For example, designing frogs into various cartoon toys and tourist souvenirs is convenient for tourists to take away. With its cute posture, it has won the favor of children; adding elements of frogs to various guide systems, recreational objects and sculpture designs in scenic spots; In scenic spots, the frog-themed rooms are designed with frog-themed decorations inside, and frog ecological pools are built in the courtyard; the design of public toilets uses the frog logo, and the names are named after the male baby and the female frog; Frogs are used as the theme to extract new cultural symbols and tap the resource potential of frog culture, making Taomi Village a frog village cultural eco-tourism area. The species of frogs in Taomi Village are diverse, and a large number of frogs play an important role in the normal cycle of the local ecosystem. In 2014, a film was filmed based on Taomi Village - "Peach Frog Land". The frog culture industry in Taomi Village has moved from frog sightseeing and eco-tourism to film and television media, and the industrial chain has continued to extend. The local use of frogs to develop the economy has led to the development of a large number of cultural industries with frogs as the core. While developing, it has also driven the development of other types of local industries. Different from the previous single and backward agricultural economy, Taomi Village adopts an economic model that takes leisure agriculture and cultural tourism as the leading industries and drives other industries to develop together, and strengthens the management of the ecological environment by human intervention, creating a characteristic ecological environment that belongs to Taomi Village system.

Integration of Culture, Art and Rural Tourism in Jiaying Henggang Village

Henggang Village is located in Wuzhen Town, Tongxiang, Jiaying City, Zhejiang Province. The development model of the village is to perfectly integrate culture and art with rural field life, creating a series of rural farming experience activities. Different experience activities reflect the unique local Fun, let the beautiful countryside "live" relying on artistic project activities. In order to promote the transformation of rural architectural design, Henggang Village regards "culture and art + countryside" as its development concept, and introduces professional design companies from all over the country to integrate rural culture and rural tourism with rich and diverse art forms, which greatly promotes the Incubation of rural cultural innovation projects. Among them, the most successful transformation case in the rural cultural innovation project is the construction of the Duckling Art Center. During the construction process, its designers insisted on rationally using every resource, giving full play to their intelligence and ingenuity, and transformed a dilapidated and idle duck house into a multi-functional and comprehensive activity place. Paying attention to the concept of "culture and art + rural elements" in the process of rural development, Henggang Village makes full use of local characteristic culture in the process of development, and at the same time integrates art forms into it, and adjusts

and transforms the spatial distribution of the field in an all-round way. 37 acres of fields and wasteland were transformed into a multifunctional monet garden. At the same time, Henggang Village grasps the huge opportunity to develop the parent-child education market, focusing on the development of the parent-child interactive education market. In addition, the country music festival held every year in Henggang Village attracts countless tourists to participate, so as to carry out all-round publicity of the characteristic rural culture and promote the further development of rural tourism. With the support of the local government and through the efforts of generations of villagers, Henggang Village has gradually formed a cultural tourism development model centered on local characteristic culture and art and parent-child interaction, which has enriched the content of cultural tourism activities in Henggang Village. At the same time, it also expands the tourism pattern of Henggang Village.



CHAPTER III

Research Methodology

This paper adopts qualitative research intending to conduct an in-depth Cultural Heritage Conservation and Cultural Tourism Resources in Yaowa Village, Luoyang City. This chapter introduces the research methodology used in the thesis, which has been separated into the following sections:

1. Scope of research
2. Research Scope
 - 1) Research Subject
 - 2) Duration
 - 3) Research Field
 - 4) Research Methods
3. Research Management
4. Data Collection
5. Data Collection Tools
6. Data Tables and Analysis

3.1 Scope of research

3.1.1 Research Content

3.1.1.1 Contents about background of cultural heritage in Yaowa village, Luoyang city

3.1.1.2 Contents about the current situations and problems in Yaowa village, Luoyang city

3.1.1.3 Contents about guidelines for development of cultural tourism resources in Yaowa village, Luoyang city

3.1.2 Research Period

October 2022 - April 2023

Table 4 Research Timetable

No	cycle	time
1	Gathering general information for this study	1 month
2	Field Research and Data Collection	1 month
3	data analysis	2 months
4	Draw conclusions and present findings	2 months

3.1.3 Research Methods

This research is qualitative research which aims to study the cultural heritage background of Yaowa Village, propose methods for cultural protection of Yaowa Village, and use the cultural content of Yaowa Village for cultural tourism development. Researchers will collect data from relevant documents and research

papers. Field research will collect data and information through basic surveys, observations, interviews, focus group discussions, etc. In addition, photos, videos and audio recordings will be taken. The data obtained from the field study will be used for triangulation data validation in qualitative research. Data will be analyzed using concepts, theories, literature, and relevant research, and categorized according to research objectives through descriptive analysis methods.

3.1.3.1 Basic survey

This approach is one of the most useful and dominant in social and cultural studies. On the basis of analyzing and collecting relevant research results, it is considered that it should be based on cultural factors. Taking this as a starting point, through the analysis of literature, we can understand the relevant development and current situation of rural culture, and provide literature for this study.

3.1.3.2 Observations

It means that the researcher observes the research object in the natural state to obtain the planning materials. In this study, the researchers will delve into the specific social environment of the subject, including personally participating and investigating cultural tourism activities, to understand the cultural heritage of Yaowa Village, the local society and the relevant links of cultural tourism.

Observation methods can be divided into participatory observation and non-participatory observation according to the degree of integration of observers into field work.

Participatory observation means that we should delve into the life status of the subject, weaken our personal identity and willingness to participate, and conduct implicit observation during the actual participation process. In this kind of observation, the observer should first enter the scene environment, and as the familiarity deepens, grasp the key details

Non-participatory observation means that the observer needs to keep a certain distance from the research object. At the same time, the observer will not intervene in the middle process, nor will he ask any questions or suggestions. Due to the poor interactivity of this process, it is not conducive to obtaining and understanding the real situation.

3.1.3.3 Interview guide

The main purpose of the interview is to obtain research material through formal or informal dialogue with the research subject. The interviewees of this study include researchers engaged in tourism services, rural cultural practitioners, tourists, and cultural tourism managers, and in-depth interviews will be conducted with the interviewees. In addition, the interview record sheet.

3.1.3.4 Focus discussion

The expert group discussed the concepts of rural culture and rural cultural tourism.

Practitioners, tourists and managers who have a general understanding of the cultural heritage and cultural tourism of Yaowa village are invited to talk about the history and current situation of the research field of rural cultural heritage of Yaowa village.

The theme of the expert group discussion is: the status quo of cultural heritage development and protection methods in Yaowa Village. Experts who understand cultural heritage protection methods and cultural tourism development are

invited to talk about the history and current situation of cultural tourism development in Yaowa Village

(1) Develop a seminar outline that asks participants to share issues of concern and passion, rather than personalization. Workshops use the same open-ended interview format as personal interviews, with active interaction with attendees.

(2) Choice of Respondents

(3) Control of the interview site

(4) Appropriate interview environment

3.1.4 Research area

The conservation and development of rural culture aims to conserve rural culture through research, and on the basis of conservation, promote rural economic development through cultural innovation and cultural tourism development.

3.1.5 Population and sample

population: Study the classification of cultural heritage of Yaowa Village, and classify the cultural heritage of Yaowa Village according to architecture, folk customs, food, and legends.

Study how the villagers of Yaowa Village can participate in the cultural heritage protection of Yaowa Village

Study how the villagers of Yaowa Village jointly develop cultural tourism through cooperation with government officials and enterprises

Sample refers to some members that researchers want to study, and some of these members represent the whole group. The sample group can be divided into 3 groups: experts or knowledge groups, local villagers and tourists.

3.1.5.1 Key Informants, about 5person.

Through interviews with scholars and government officials on cultural heritage protection and tourism development, solicit their professional opinions on cultural heritage protection and tourism development in Yaowa Village.

3.1.5.2 Casual Informants, about 10person.

Casual Informants refers to local villagers in Yaowa Village and engaged in tourism services. Through interviews, we can understand what kind of difficulties Yaowa Village has in tourism development and what kind of help they hope to get.

3.1.5.3 General Informants, about 15person.

General Informants refer to tourists who go to Yaowa Village for tourism activities. Through interviews with them, we can learn the purpose of tourists going to Yaowa Village and their views on the protection of cultural heritage in Yaowa Village. Through the interviews with tourists, we can learn the tourists' suggestions on the cultural tourism development of Yaowa Village.

3.2 Methods of conducting research

3.2.1 Research tools

3.2.1.1 Basic Survey.

This research used a research methodology with qualitative research as the main starting point. meanwhile on the basis of data collection and factual observation of Yaowa Village, it focuses on analyzing the operation process and structure of cultural tourism. and strives to obtain targeted field survey data for qualitative research and interpretation of cultural tourism. research object.

Fieldwork is a preliminary step in obtaining first-hand information, the main information that precedes research work. All fieldwork can be called fieldwork methods. Through field data collection and recording. A new research body and a theoretical basis can be constructed. Researchers need to focus on their research topic over time as they live, interview, and observe, thus objectively reviewing, collecting, and organizing the literature. In this way, researchers can use all-round information to understand the actual situation of the enterprise and provide objective, complete and detailed research information for future study. This study was conducted by visiting Yaowa Village. Visit the cultural heritage of Yaowa Village, such as: cave dwellings, ancestral halls, etc. Participate in cultural festivals, visit local intangible cultural heritage inheritors and local villagers, etc. Get the latest advice and industry trends.

3.2.1.2 Interview guidelines

Interview guidelines are used for interviewing knowledge groups, practitioners, and general information groups. The tool includes both structured and unstructured interviews. The researcher constructs an interview guide based on the conceptual framework and objectives of the study.

Interviews will be used to document the perspectives of different social figures, the context of a particular event and their reflections in the field. This will not only provide the information needed to research the problem, but also provide insight into the power structure, interest organization, interpersonal relationship, etc. of the rural society. Personal face-to-face interviews, some telephone interviews and on-site interviews were conducted with the primary purpose of obtaining research material subjects through formal or informal dialogue with researchers. Understand the attitudes and views of local villagers, government officials and tourists on the cultural heritage protection of Yaowa Village, understand the attitudes of local villagers and tourists to the existing tourism resources of Yaowa Village, and whether they are willing to carry out cultural heritage protection and tourism development. Respondents for this research include some officials, professors, local villagers and tourists, and in-depth interviews will be conducted with relevant persons.

1. Development of an interview outline
2. Selecting interviewees for individual interviews, symposium
3. Setting up interview questioning techniques
4. Designing interactive questions for the interview
5. Organising and analysing the interview transcripts

3.2.1.3 Non-participant Observations

The observation method is to observe the research object in the natural state, mainly referring to direct observation. Walk into Yaowa Village, go deep into the specific social environment, observe and understand the development of things, personally participate in and investigate cultural tourism activities, and communicate with the research objects, we can deeply understand the content of the cultural heritage of Yaowa Village and the status quo of tourism resources and other issues .

3.2.2 Data collection

3.2.2.1 Basic Survey

Basic survey refers to the formation of scientific research methods through the collection, identification and arrangement of existing literature, and to clarify the research area of this article. Based on the collection of relevant research

results and analysis of existing materials, this paper investigates the cultural heritage background of Yaowa Village and collects relevant information in the context of the current rural revitalization in China.

Literature collection methods

1. In local libraries, cultural and historical offices, look for documents on relevant research, including compilations of documents; if permission is obtained, choose the important one to copy.

2. Genealogies, books, deeds, letters, etc. in folk collection are generally available when truth is established between the investigator and the researched.

3. Draw on and analyse research reports and findings from related fields of study.

4. All previous previous research findings and related records should be collected sufficiently in advance of the survey for ready reference during fieldwork.

3.2.2.1 Observation records

Observation records refer to the research data obtained by researchers observing the research objects in the natural state. In this paper, the researchers will go to Yaowa Village to observe, including the preservation of the cultural heritage of Yaowa Village and the existing conditions in tourism development. what kind of problem.

Observation records: including the list of cultural heritages in Yaowa Village, their preservation, the emotional state of tourists when they visit, the development status of infrastructure in the tourism development of Yaowa Village, and the development status of tourism supporting facilities. observation records will be collected three times, once a month.

3.2.2.2 The interview data will be collected in the form of recording and writing.

The main purpose of the interviews is to obtain valuable research materials through formal and informal dialogues with the research subjects. The main interviewees of this study include experts engaged in cultural heritage protection and tourism development, local villagers in Yaowa Village and kiln experts. Yaowa village tourists.

Interview notes: Make interview notes, list names, ages, and then ask questions, and put in them different key topics from the topic of this interview.

(1) Meeting minute

The time of the interview is decided according to the time of the interviewees, and is generally carried out on a periodic basis. For government officials,

Interviews are scheduled according to the time of the interviewee and are generally conducted on a regular basis. For government officials, online interviews are conducted via telephone or e-mail questionnaires. This makes it easier for respondents to formulate answers and saves time. For offline interviews with tourists or local residents, face-to-face friendly conversations and semi-structured interviews can help solve related problems, and let the interviewees return to questions based on cultural heritage, cultural heritage protection, cultural heritage

tourism development, etc. Come up so we can gather more comprehensive information and data.

At the same time, the duration of offline interviews is generally controlled within 40-50 minutes, and is recorded through the interview form, which is convenient for later text and data collation.

(2) Experts's opinions

In all interviews, expert institutions and ideas are very useful. After the interview, the viewpoints will be analyzed and integrated to ensure that the professional interview can be effective.

Collect the views of governments village party secretary, conduct studies on cultural heritage, and sort out the views of experts such as the professors in cultural management.

3.2.3 Organizing and analyzing data

Using data analysis is a very important process. This means performing proper analysis on the large volumes of data collected. This is a process of extracting useful information and conclusions, and analyzing and summarizing the data in detail. In statistics, it is necessary to describe the overall and basic characteristics of the data. And, explore the law of the data and verify the results of the data analysis. During this process, we should focus on discovering new features of the data, and connections to the results.

qualitative analysis

Purpose: To develop a qualitative understanding of the base cases and motivations.

Sample: use a small non-representative sample

Data Collection: Use unstructured data collection.

Data analysis: using non-statistical analysis methods; reviewing a large number of books and documents, summarizing the data, in order to study the situation of rural culture promoting local development.

Through data collection and on-the-spot surveys, all the data of Yaowa Village are sorted out and analyzed, and the attitudes and ideas of local villagers and tourists towards the cultural heritage protection of Yaowa Village are obtained, and tourists' satisfaction with the current tourism resources of Yaowa Village is analyzed. Tourists wish how to develop the cultural heritage of Yaowa Village.

Result: Gain a comprehensive initial understanding

3.2.4 Presentation of research Results

This study will use qualitative research. This research will adopt the method of descriptive analysis to collect the data of field survey, interview and group discussion, so as to draw the conclusion of the development path to promote the cultural tourism of Yaowa Village. The results will be presented as a research paper.

CHAPTER IV

Research Result

This chapter is mainly divided into three parts. The first part describes the cultural heritage development background of Yaowa Village, and the second part describes the current situation and existing problems of the cultural heritage protection and development of Yaowa Village. In this part, I carried out interview and investigation methods Through the relevant personnel of cultural tourism in Yaowa Village. The third part describes the countermeasures of cultural tourism in Yaowa Village. The following are the research objectives of my thesis:

1. To study the background of cultural heritage in Yaowa village,Luoyang city.
2. To study the current situations and problems of cultural heritage conservation inYaowa village,Luoyang city.
3. To present guidelines for development of cultural tourism resources in Yaowa village,Luoyang city.

4.1 Background of cultural heritage in Yaowa village,Luoyang city

In this part, Mainly sort out the cultural heritage of Yaowa Village, introduce the cultural heritage of Yaowa Village, sort out the cultural heritage with tourism development value, and at the same time extract the development value of the cultural heritage tourism resources of Yaowa Village, for the follow-up The guide provides the basis.

4.1.1 Historical background of Yaowa village

4.1.1.1 Tangible cultural heritage

(1) Cave dwellings

Affected by its terrain, Yaowa Village has a unique architectural style of houses. The local villagers dig holes in the thick soil layer and build caves for living. The construction methods of cave dwellings can be roughly divided into Mingzhuang cave dwellings, Dikengzhuang cave dwellings and half-light and half-dark village cave dwellings. Most of the cave dwellings in Yaowa Village are Mingzhuang cave dwellings. In terms of aesthetic value, cave dwellings embody the unity of aesthetic value and ecological value. Cave dwellings have the functions of warm in winter and cool in summer, thermal insulation, and are suitable for human habitation. In terms of production value, the cost of unlined cave dwellings is generally 1/10 of the construction cost on the ground, and since the excavation of cave dwellings mainly relies on manpower, neighbors often help each other to excavate, and the labor cost is also low.



Figure 9 Undeveloped cave dwellings in Yaowa Village
Source:Photo by Researcher:2022

The historical development of cave dwellings and construction techniques show that cave dwellings are affected by natural conditions and the environment, and it shows the combination of man and nature in the relationship between man and nature. Cave dwellings integrate man-made into nature to create an underground space, which is also a resource for modern residential design to inherit precious architectural heritage from ecological houses, which also reflects the sharing characteristics of intangible cultural heritage. Cave dwellings are an organic combination of man-made and nature, and a typical representative of architecture rooted in the earth. Its natural style and rural flavor fully reflect the honest and simple folk customs. A country house should live in nature, as if it is a continuation of nature. It implies a kind of ecological harmony in a philosophical sense, reminiscent of the fact that human beings are rooted in the earth, thus producing a beauty of ecological harmony.



Figure 10 The cave had been developed as characteristic homestay
(Source:Photo by Researcher:2022)

(2) Confusion Temple

According to "Luoning County Chronicles", Luoning Confucian Temple was first built in the fourth year of Xianping in Song Dynasty, rebuilt in the sixth year of Hongwu in Ming Dynasty, and in the ninth year of Shunzhi in Qing Dynasty. The Confucian Temple was built for Confucius, a thinker, educator, and founder of the Confucian school. The entire building complex faces south, with a symmetrical layout on the central axis, rigorous structure and distinct layers, which is a typical official building. Originally composed of Zhaobi, Dachengfang, Panchi, Lingxing Gate, Jimen, Dongxiyemen, Dacheng Hall, East and West Wings, Chongsheng Hall, Minghuan Temple, Xiangxian Temple, etc., now only Dacheng Hall and Chongsheng Hall are left, Halberd Gate and East and West Wing rooms and other ancient buildings.



Figure 11 Confusion Temple
Source:Photo by Researcher:2022

Dacheng Hall is the main building of the Confucian Temple, facing south from north. It consists of two parts: the main hall and the platform. Dacheng Hall is 5 rooms wide and 3 rooms deep. It is a suspended mountain brick and wood structure, all of which use bucket arches. There are six stone eaves columns in the back wall, and six wooden columns in the front eave columns. There is a drum-shaped stone plinth under the column, there is a sparrow at the junction of the gold pillar and the beam frame, there are painted and carved flower patterns on it, and camel piers are used at the junction of the beam frame and the purlin. The bucket arch is a double-arched and high-hanging style, with a thicker section of the raised mouth and a "herringbone" shape on the top. In the layout of the bucket arches, except for one for each stigma arch, there are two for the intermediaries in the Ming Dynasty, and one for each of the other spaces. Curly patterns are engraved around the head. The roof is

covered with gray tiles, with five ridges, and there are brick carvings of kissing beasts, flowers and plants, and dragon patterns. There is a platform in front of the Confucian Temple, and the plane is in the shape of "convex". The whole building is solemn and steady, generous and tidy.

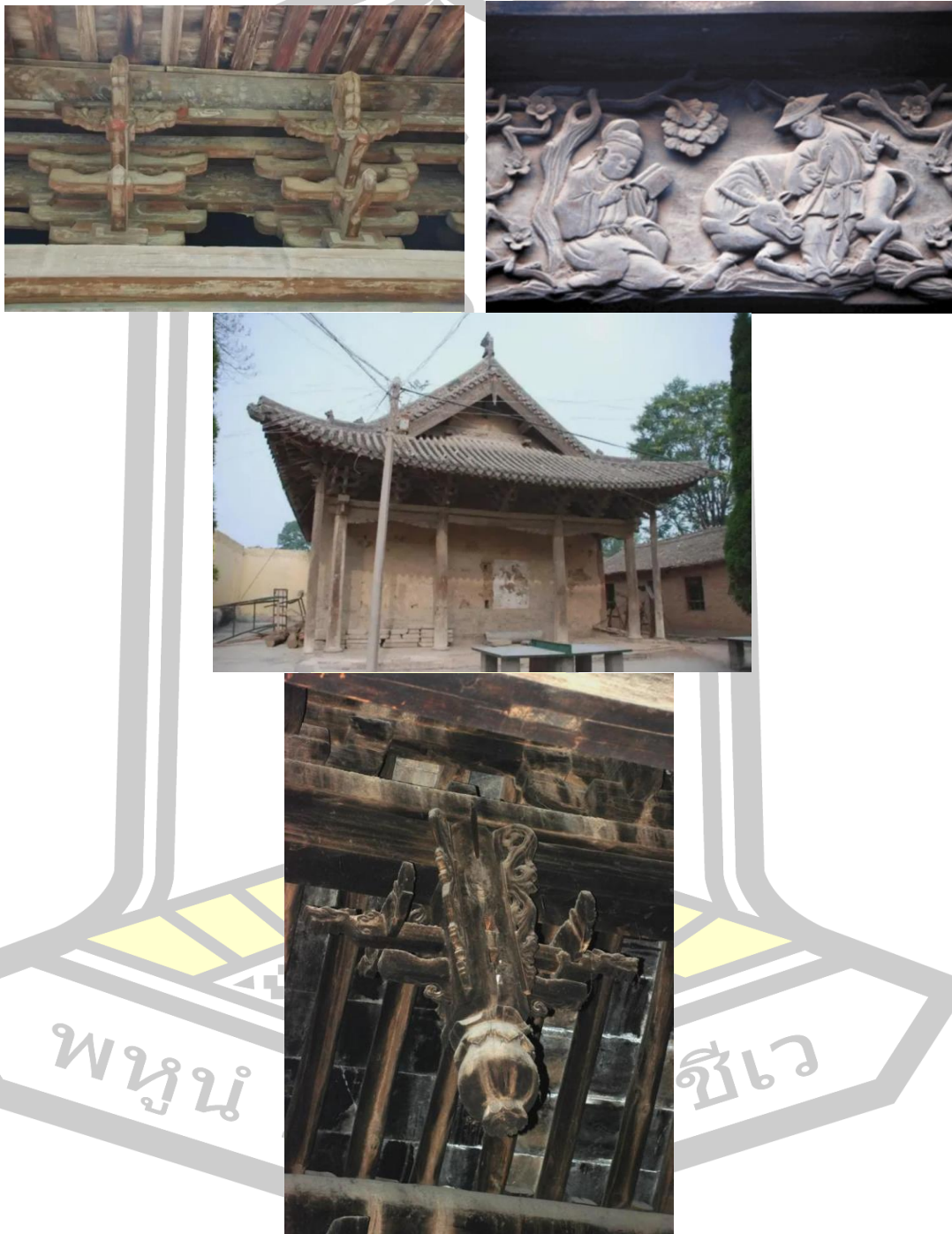


Figure 12 Dacheng Hall
Source:Photo by Researcher:2022

(3) Zhang's old house

Zhang's old house was built in the Jiaqing period of the Qing Dynasty, and was completed in the Tongzhi period. It was started by Zhang Jiushi, the richest villager in western Henan at that time. After more than half a century, it was completed by several generations of continuous construction. The Zhang family's old house in its heyday covers an area of about 150,000 square meters, with nearly 40 courtyards and more than 1,000 houses. It is said that there are 13 rows from north to south, which is several times the size of the Qiao's courtyard in Shanxi.

Among Zhang's old houses, the most famous ones are wood carvings, brick carvings and stone carvings. These carving patterns are diverse and rich in shape. There are not only legends of characters, but also animals and plants, and the shapes are lifelike.



Figure 13 Brick Carving
Source:Photo by Researcher:2022

(4) Cheng's old house

The Cheng Family Courtyard is known as the first residence in Luoning, where Cheng Sixian, a descendant of the Song dynasty scholar "Er Cheng", lived here. Construction began in 1675 and lasted eight years, covering a total area of 12,000 square meters. The house has become a well-known family settlement in Henan Province. The architectural style is also constructed according to the style of the official mansion in Beijing, and its architectural art and cultural value can be called a unique residential building.

The main building of the Cheng Family Courtyard is formed on the north-south axis to form the main courtyard, the auxiliary courtyard, the attached courtyard, the outer courtyard and the rear courtyard. The main courtyard is the third courtyard, the auxiliary courtyard is the third courtyard, the attached courtyard is the second courtyard, the outer courtyard is for male servants, and the back courtyard is for female servants. The embroidery building is for the girls of the family and the personal maids, and there are more than 130 rooms in gray brick and gray tile structures. The house has a gate, a hanging flower gate, east and west wing rooms, an upper room, and an embroidery building. The building specifications are strict and orderly. The embroidery building in the backyard is well preserved and looks

extraordinarily solemn. It is a beautiful scene in western Henan. It was listed as a cultural relic protection unit in Henan Province in 2015.



Figure 14 Cheng's old house
Source: Photo by Researcher:2022



Figure 15 Brick Carving
Source: Photo by Researcher:2022



Figure 16 Wood Carving
(Source:Photo by Researcher:2022)

4.2.1.2 Intangible Cultural Heritage

(1) Folklore story

The Legend of Cangjie's Invention of Characters

According to legend, Cangjie began to make written deeds and replaced them with knotting. Before that, people tied ropes to record events, Tie a big knot for big things, a small knot for small things, and a series of knots for connected things. Later, it developed to use a knife to carve symbols on wood and bamboo as notes. With the development of history and the gradual progress of civilization, things are complicated and there are many names and objects. The method of using knots and carving wood is far from meeting the needs, so there is an urgent need to create characters.

One year, Cangjie went on a hunting tour in the south, using "sheep and horseshoe prints" as his inspiration. Cangjie thought day and night, observed everywhere, saw the distribution of stars in the sky, the appearance of mountains and rivers on the ground, the traces of birds, beasts, insects and fish, and the shapes of vegetation and utensils. the meaning of each symbol. He pieced together several paragraphs with symbols according to his own mind, and showed them to others. After his explanation, he could understand them. Cangjie called this symbol "character".

"Hetu" is the earliest document that records the place where Cangjie made characters. "Xuanhu Luorui" is located at the turn of the Luo River where the Xuanhu River and the Luo River meet at the southern foot of Yuanhu Mountain, Luoling Township, Luoning County, Luoyang City. On the mountainside on the east side of the Yangyu River in Xinghua Town, Luoning County today, there is the site of "Cangjie Writing Platform". According to legend, this is the place where Cangjie created characters based on Luoshu.



Figure 17 The legend of "Cangjie"
Source: Photo by Researcher: 2022

The Legend of "Hetu & Luoshu"

According to legend, during the time of Dayu, a tortoise emerged from the Luohe River in Xiluoning County, Luoyang, and carried "Luoshu" on its back, dedicated to Dayu. According to this, Dayu succeeded in controlling the floods, and then designated the world as Kyushu. The division of Kyushu is based on the content of "Luoshu", and Kyushu has also become the basis of ancient Chinese administrative divisions. Its division is not only of great significance to the study of geography in ancient China, but also had a profound impact on the development of ancient Chinese politics and culture.

As an important part of ancient Chinese culture, "River Map" and "Luo Shu" have profound significance and value. They are not only the source of Chinese culture, the Book of Changes, Bagua and Yin-Yang and Five Elements, but also important representatives of ancient Chinese philosophy and culture.

The patterns in "He Tu" and "Luo Shu" are based on two rivers, the Yellow River and the Luo River respectively, depicting a complex and sophisticated system, including elements such as Bagua, Kyushu, Yin-Yang and Five Elements. These elements play an important role in ancient Chinese philosophy and culture, representing the basic laws of heaven, earth and nature and the basic composition of human society.

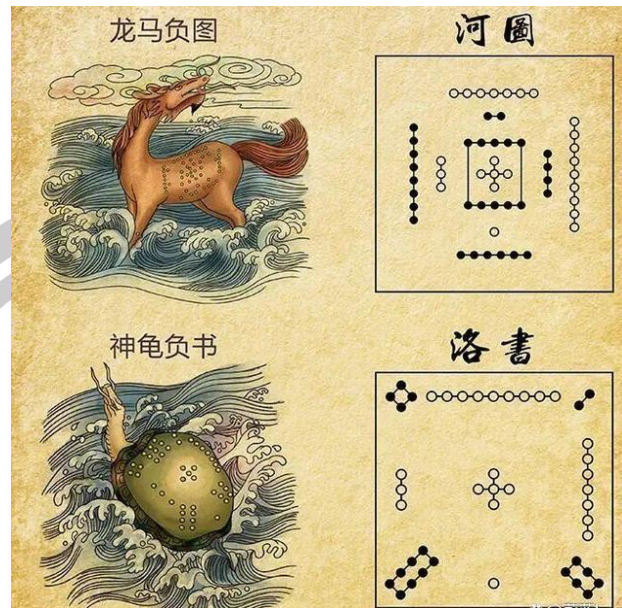


Figure 18 The Legend of "He Tu & Luoshu"
Source: www.baidu.com:2023

The Legend of "Xi Zi lake"

Xizi Lake, also known as Guxian Reservoir, is located in the middle reaches of the Luohe River. It got its name because Fan Li and his beautiful woman Xi Shi went boating and playing in the water here. Legend has it that Fan Li helped Goujian to rejuvenate the Yue Kingdom and destroy the Wu Kingdom, and then retreated. He took the beautiful woman Xi Shi out of Gusu to the west, and sailed in a small boat among the five lakes and among the seventy-two peaks. The two stayed in a boat in the old county for a while, and the crystal clear Luoshui attracted the beauty-loving Xi Shi to bathe here. The place where Xi Shi bathed was called "Xi Shi Lake". The entire West Lake Scenic Area is located between lofty mountains, with clusters of peaks, good vegetation and beautiful scenery.

West Lake is rippling with blue waves, charming and enchanting, and is known as the "Lijiang River in the North". There is lotus Island in the south of the lake, which goes deep into the center of the lake from west to east. It is 3 kilometers long and 1 kilometer wide. According to legend, Guanyin Bodhisattva sits here and watches Luoshui, praying for blessings and peace. The lotus throne left behind after leaving is Lianhua Island. In Xunyu Village, 1 km west of the dam in the lake, there is the site of Longquan Temple built in the Yuan Dynasty. In front of Longquan Temple, there is a thousand-year-old ginkgo tree with luxuriant branches and leaves. There is also the Huangcheng Temple built at the end of Yuan Dynasty and the beginning of Ming Dynasty, with continuous incense.



Figure 19 Xizi Lake
Source:Photo by Researcher:2022



Figure 20 General Stone & looking husband stone
Source:www.baidu.com:2023

(2) Traditional Music

Henan Opera

Henan Opera is one of the five major dramas in China. It has a very broad mass base. It is a traditional drama that is mainly popular in Henan Province,

Hebei, and Shandong, and spread throughout China. It is one of the national intangible cultural heritages. Although Yaowa Village is not the origin of Henan opera, it has a very broad mass base in Yaowa Village. Local people will invite local Henan opera troupes to organize performances during weddings, funerals and festivals.



Figure 21 Henan opera
Source: www.baidu.com:2023

Heluo Drum

Heluo Dagu, commonly known as "storytelling", is one of the traditional local tunes in Henan. Heluo Drum originated in Luoyang Division, and is popular in Luoning, Mengjin and other areas. In May 2006, Heluo Drum was included in the national intangible cultural heritage with the approval of the State Council.

Heluo Dagu originated in the late Qing Dynasty and the early Republic of China. It is a relatively young type of music popular in the Heluo area. It has a history of one hundred years. Qinshu artists absorbed the advantages of guerqi artists' loud singing and action performances, and combined with the use of percussion, book drums and steel plates, they can enhance the atmosphere and are very popular among the masses. After a long period of cooperation, the reform enriched Luoyang Qinshu, brought about qualitative changes in Luoyang Qinshu, and gradually formed a new type of music that is rich in the local flavor of western Henan and is popular with the masses—Dagushu.



Figure 22 Heluo Drum
Source:www.baidu.com:2022

(3) Traditional crafts Bamboo weaving

Luoning, Henan is known as the "Hometown of Green Bamboo". It is located in the middle and upper reaches of the Luo River and belongs to the mountainous area in western Henan. The undulating mountains in the territory are like a giant dragon, which is the Funiu Mountain system. Bamboo planting has a long history, and correspondingly, Luoning's bamboo weaving has a long history as well.

《Hou Hanshu》 said: "Yongning Jinmen mangosteen is evenly thick and thin. If you break two of its joints and blow them occasionally, it can respond to the song of the phoenix." The "Yongning" here is Luoning. Since ancient times, Luoning has been famous for the planting and processing of bamboo, hemp and mulberry. Because the intermountain basins and the streams in the valley are very suitable for the growth of bamboo, Luoning's original ecological bamboo forest has long bamboo nodes, thin skin, small knots and soft texture, which is the first-class raw material for processing and producing bamboo products.

Luoning bamboo weaving is a traditional folk craft with a long history. The "muscles and bones" of the palace gauze lanterns in Tang Dynasty were mostly made of Luoning bamboo; Take bamboo leek. In addition to being used for the imperial palace, simple daily necessities such as bamboo rakes and bamboo baskets were also compiled among the people. Later, bamboo beds, bamboo curtains, fruit plates, pen holders, bonsai stands, vases and other objects were gradually derived. In the 1980s, bamboo planting and bamboo weaving processing have become the means for Luoning people to get rich, forming the unique craftsmanship of Luoning bamboo weaving. In 2014, it was declared as an intangible cultural heritage of Henan Province.



Figure 23 Bamboo vase

(Source: www.baidu.com:2023)



Figure 24 Bamboo fruit case
Source: www.baidu.com:2023

Luo Ning paper cutting

Luoning County folks have had the custom of cutting and pasting window decorations, wall decorations, lantern decorations, bed decorations, happy flowers and longevity flowers since ancient times. "Festive housewarming requires pasting, cutting and cutting, and funeral banners also need origami and dynamic cutting." Luoning paper-cut is an original ecological paper-cut with a long history and

regional cultural characteristics. Its paper-cutting skills can be traced back to the Eastern Han Dynasty, and the legend of Wang Mang chasing Liu Xiu has already said that the paper-cutting is twisted. Its art forms and skills were created and refined by Luoning women in their long-term working life, and have been passed down from generation to generation.

The houses in Yaowa Village are mainly in the form of cave dwellings, with simple and elegant shapes. Every new year, the ingenious rural women will use red paper to cut out patterns of different shapes.

At present, Luoning paper-cutting not only retains the traditional paper-cutting techniques, but also draws extensively from gold and stone, calligraphy and painting, inscriptions, portrait stones, portrait bricks and other techniques with strong lines and charm in paper-cutting creation, which makes Luoning paper-cutting more expressive. Loved by the broad masses of the people.



Figure 25 paper-cut on the cave

Source: Photo by Research:2022





Figure 26 local women cutting paper
Source: www.baidu.com:2023

Heluo sounder

Heluo sounder is a variety of folk gong and drums produced in Luoning County, Luoyang City. It is a musical performance form composed of drums, gongs, cymbals and cymbals. The main performance venue of Heluo sounders is in temple fairs or folk festivals. Luoning County is dominated by agriculture, and the growth of crops is inseparable from nature. People's life and production depend on nature. They believe that nature manages people's life and production, so people in order to express awe of nature, one begins to connect with nature in one's own way. They believe that temple fairs and traditional festivals are the best time to connect with nature. People in Luoning County believe that by performing Heluo sounders at specific times, nature can perceive its own emotions.

People in Luoning County believe that the louder gongs and drums can make the gods perceive, and through performances, the gods can hear and see and protect themselves and their families. It can be seen that folk beliefs promote folk activities such as temple fairs, but they are also attached to folk activities. The Heluo sound device of folk performing arts is a symbol of externalization in folk beliefs and folk activities. It is a combination of folk culture and folk culture. A comprehensive form of belief awareness, with three functions of entertainment, practicality and ritual.

In addition to the awareness of folk beliefs, the Heluo sounder is also a means of expressing feelings and entertaining life. By tapping the Heluo sounder and participating in activities, it can be used to convey friendship, express feelings, and entertain oneself. The music of Heluo Singers is sincere, simple, passionate and improvisational. It can express the emotions of workers and give people the expressive function of spiritual pleasure.



Figure 27 Drum

Source: www.baidu.com:2023



Figure 28 Big Gong

Source: www.baidu.com:2023



Figure 29 Cymbals(Nao)

Source: www.baidu.com:2023



Figure 30 Cymbals(Ca)
(Source: www.baidu.com:2023)



Figure 31 Heluo Sound Group Performance
(Source: www.baidu.com:2023)

(4) Food Culture

Luoning Sour Beef

Luoning sour beef is a special delicacy in Luoning County. It was applied for the intangible cultural heritage of Luoning County in 2018. Luoning sour beef is not only delicious in meat, bright in soup, but also rich in nutrition, high in protein and low in fat. excellent product. It is also a delicacy that local people must eat on important festivals.

พหุ ประโยชน์ ชั่ว



Figure 32 Luoning source beef
Source: www.baidu.com:2023

Luoning Apple

Luoning apple is a special product of Luoning County, Luoyang City, Henan Province, and a national agricultural product geographical indication. Luoning Shangge apple has a correct fruit shape, smooth fruit surface, bright color, juicy and refreshing, crisp flesh, aromatic flavor, and storage resistance. It is a very good gift.



Figure 33 Luoning Apple
Source: www.baidu.com;2023

West Lake freshwater fish

The water quality of Xizi Lake is excellent. It is located at a high altitude and low water temperature. The freshwater fish in the lake are tender, bright in color and smooth in taste. It is also a healthy food with high protein and low calories.

Many fishing enthusiasts can fish by the lake, and the fish they catch can be processed on-site. West Lake has attracted many fishing enthusiasts to visit West Lake.



Figure 34 West Lake freshwater fish
Source: www.baidu.com:2023

Tamales

Tamaled pork with flour is a special delicacy in Yaowa Village. It is made of pork, vermicelli and corn flour. Because of its delicious taste and unique flavor, it has become one of the highest courtesy for the local ancestors to entertain distinguished guests and one of the must-have delicacies for major festivals. With development, it has gradually evolved into a cultural symbol of Luoning. In October 2009, Luoning steamed meat was approved to be included in the first batch of county-level intangible cultural heritage list, and in February 2010, it was selected into the second batch of municipal intangible cultural heritage list. It is an intangible cultural heritage with important value in Luoning County.



Figure 35 Tamales
Source: www.baidu.com:2023



Figure 36 Local steamed meat competition
Source: www.baidu.com:2023

4.1.2 The Value Attributes of the Cultural Heritage of Yaowa Village (1) Historical Value

Yaowa Village is located in the west of Henan Province, far away from the city, and less affected by urbanization, which makes the culture of Yaowa Village intact. In Yaowa Village, both the architectural style of the old houses and the traditional cultural customs have been influenced by Chinese Confucianism. The well-preserved farming cultural customs prove China's agricultural-based economic structure. With the gradual decline of the feudal society, the progress of the land revolution and the advancement of urbanization, Yaowa Village gradually failed to keep up with the pace of social development. However, the cultural heritage preserved

in Yaowa Village has witnessed the development of social history and is worth commemorating.

(2) Architectural art value

Yaowa Village has a long history, outstanding people, and profound cultural heritage. When Xu Xiake, a famous ancient Chinese traveler, visited Liuyaowa Village in the late Ming Dynasty, he once wrote: "It is the home of thousands of cities where there are many shopping malls." The famous sentence, the so-called vertical and horizontal shopping malls, highly summarizes the overall village layout and architectural form of Yaowa Village. At the end of the 20th century, Professor Chen Zhihua from the School of Architecture of Tsinghua University expressed emotion during the investigation of Yaowa Village. After Xu Xiake left for more than 300 years, Yaowa Village seemed to have solidified, and the overall architectural layout basically maintained the pattern of the middle and late Ming Dynasty. At the same time, the building types are complete and the building quality is well preserved. There are family trees, inscriptions and other documents that have been preserved to this day. Ink flowers are used as decoration, and at the same time, a variety of materials and techniques are used together, with rich themes and ingenious ideas, all of which are well-made and top-grade. In 1997, when the Henan Provincial Department of Culture organized an expert group to investigate Yaowa Village, it said that the buildings in Yaowa Village often have records of the year and time of construction on the plaques inside the buildings or on the screen walls of the entrances. It is rare, and such a large-scale, well-preserved traditional settlement architectural form is second to none in the country.

(3) Landscape cultural value

Yaowa Village as a whole is distributed along the West Lake in a leaf shape. The West Lake resembles the stem of a leaf, and the seven longitudinal lanes resemble leaf veins. The ancient buildings and canals in the village are connected by criss-crossing alleys. The village is located in a small basin surrounded by mountains on all sides. The internal buildings all face south and north. All ancient buildings inherit the characteristics of Henan traditional architectural art, taking into account the characteristics of terrain and climate. The houses are built in the mountains, which are called cave dwellings. The architectural style is simple and simple, the internal components are delicate and exquisite, the stone pillars and steps are fine and smooth, the stone and wood carvings are exquisite, the corbels are exquisitely carved, and the ridge tiles are like scales, which fully reflect the superb craftsmanship and aesthetic level of the builders. The back of the ancient village is along the meandering Wujiang River, with towering bamboo forests on both sides, and the scenery is beautiful. In the south of the ancient village is a large area of mountains with lush trees, providing an excellent Fengshui pattern for Yaowa Village. The pattern of streets and alleys in Yaowa Village is intertwined with traditional buildings, mountains, rivers and trees, and traditional life, forming a beautiful picture of a natural village where clans live and multiply in western Henan.

(4) Economic value of tourism development

In an open society with rapid economic growth, drastic changes in production methods, transportation, and lifestyles in modern society are constantly destroying the structure and form of the original ancient village. Therefore, the protection of Yaowa Village is not only the protection and rectification of its current

situation, but also the inheritance and inheritance of its core spirit that has been precipitated after thousands of years. As a traditional agricultural gathering area, Yaowa Village still preserves a large number of historical buildings and complete historical style nodes. It is also closely related to history, culture and legends, and has great tourism value. At the same time, Yaowa Village fills the tourism gap in the central region to a certain extent. Its revitalization and prosperity will promote the revival of tourism culture and the development of the tertiary industry in the entire Luoyang area.

Summary

Yaowa Village has a long history and has played an important role in the historical development of Luoyang City from ancient times to the present. Through the analysis of the historical background and cultural heritage value of Yaowa Village, it can be concluded that the cultural heritage of Yaowa Village has: historical value, architectural art value, Landscape cultural value and tourism development economic value. Therefore, the protection of the cultural heritage of Yaowa Village is the protection of farming culture in western Henan. Through the value analysis of the cultural heritage of Yaowa Village, the cultural heritage will be transformed into cultural capital, and the promotion of the local economy will be promoted.

4.2 Current situations and problems of cultural heritage tourism resource conservation in Yaowa village, Luoyang city

In this part, the 5A theory is mainly used to analyze the current situation of the cultural heritage tourism resources of Yaowa Village. Through the analysis of attractions, accessibility, accessibility, accommodation, activities, etc., it is aimed to obtain the cultural heritage of Yaowa Village. The development status of tourism resources. The content of this chapter is mainly obtained through the observation and interview methods.

4.2.1 Current situations of cultural heritage tourism resource in Yaowa village

Leiper, (1995, p. 86) states that "tourism is all about the destination". Different researchers define a tourist destination in several ways, for example, Medlik (1993) defines a tourist destination as the geographic location where a person is traveling and Dickman (1997) develops a framework to identify tourist perception.

Therefore, the key components of a tourist destination are attractiveness, accommodation, accessibility, amenities and activities. He further pointed out that "to some extent, a tourism destination must have all these five components. The second research goal of this paper will mainly use the 5A theory, namely: Attraction, Accessibility, Amenities, Accommodation and Activities. Analyze the cultural heritage protection and tourism resources of Yaowa Village, and point out the problems existing in the cultural heritage protection and tourism resource development of Yaowa Village.

(1) Attractions

The attractiveness of a tourist destination is described as one of the key factors determining the competitiveness of a particular destination. Tourists' perception of a destination's perceived ability to meet their needs is considered a

tourist destination's attractiveness. If a destination is more capable of meeting tourists' needs, then the destination's attractiveness will also be high. "The most desirable destination attractions are those that are rare, unique, and found only in a particular destination or are rarely found" Vengersey, Mavendo, and Reisinger, (2009, p. 624) .

According to Kim, Webb & Bauer (2012) attractiveness is a measure of the potential for a specific destination to provide tourists with a pleasurable experience and guaranteed sense of well-being in a resort, Spalding, & Stockberg, (2016) indicates that this is related to tourists' perceptions about potential locations to meet the expectations of tourism. According to Richards (2002) attractions are the motivations for tourists to visit a particular destination and provide a tourist experience. Camilleri, (2018) The main purpose of travelers going to a destination is to see, do and experience what the destination has to offer them. Middleton, (2001)

Tourist attractions include natural resources, human attractions, and hospitality. .

From the perspective of production, living, and ecological resources, Yaowa Village has many types and quantities of exploitable resources, and has great advantages in tourism development.

The first one is the unique ecological resources. Although Yaowa Village is a typical hilly area, due to the underdeveloped industrial system in the town, the ecological and natural resources in the whole area are relatively intact, and the ecological pattern is patchwork and unique. It has a large reservoir with a water area of 46.7 square kilometers, a naturally formed bamboo forest landscape, as well as ornamental green belts and characteristic farm courtyards gradually formed by human settlements. There are various types, considerable quantities, and rich rural landscapes. Tourists who love ecological landscapes are more attractive.

Second, there is a good foundation for the development of holiday tourism. The water area of Xizi Lake Reservoir is large, and there are many natural landscapes formed by the 7km circle around the lake. The five small islands in the lake are all valuable for the development of health-care and homestay holiday tours. At the same time, the residential houses along the "Shili Yuwan" in Yaowa Village have been upgraded to become Henan's characteristic residential style, and can also vigorously develop farmhouse holiday tourism.

Third, the connotation of historical and cultural resources is profound. Yaowa Village's history of more than a thousand years has bred a large number of historical and cultural relics, including Zhang's ancient house, Cheng's ancient house, Confucian Temple, etc., as well as many legends.

(2) Accessibility

Accessibility refers to the travel mode that facilitates tourists to reach and move their destinations, and refers to the way that tourists or visitors can reach their destinations easily, safely and comfortably. Tourist places must provide a transfer system consisting of traffic routes, vehicles and stations. The purpose of a transport operator is to transport people and goods to their destination". "Transportation is one of the fundamental prerequisites of the tourist life in tourism and can be described as a key component connecting tourists and destinations. "

The location of Yaowa Village has good traffic conditions, and there are many public transportation options to choose from. There are 2 important county roads passing through the area, connecting the main urban area of Luoyang City and

Luoning County area. Public transportation can choose urban buses, transit buses, taxis, etc. The hardened cement in the area is about 54km through the village and group roads, and public transportation can pass through Villager groups and private cars can pass smoothly throughout the area. There are expressway entrances and exits within 5km of the jurisdiction. The transportation network is very developed, and the type, quantity and coverage of transportation can meet the travel needs of residents and tourists, and can provide fast, convenient, safe and economical transportation services. It can also be seen from the traffic location map of Yaowa Village in Chapter 2 that tourists who go to Yaowa Village choose to travel by bus, private car, etc. The multi-type transportation system has greatly improved the rural tourism of Shuangjia Town. The accessibility of the destination reduces the travel cost of tourists, allows tourists to reach Yaowa Village more conveniently and quickly, and improves the tourist experience.

(3) Accommodations

Tourist accommodation means places where tourists want to stay. The reason why some tourist tourists may stay overnight in places of attraction is for the convenience of these tourists. There should be arrangements for accommodation in tourist spots and the cottages should not be located too far from the tourist area. In some case Accommodation plays a vital role in attracting tourists and therefore, tourist destinations offer a wide range of accommodation facilities involving price ranges and other facilities that can be easily categorized as service or self catering hotels, hotel accommodation and self catering considerations When lodging, include campsites, vacation rentals in RVs and cottages, condominiums, and more.

Tourist accommodation should be located closer to tourist attractions. Those traveling to a destination for vacation usually want to stay as close as possible to the main centers of tourist activity available, travelers wanting to stay close to the sea or close to mountains, country towns, health spas. The main attraction for a destination is the sea, and tourists want to stay close to the sea. Although location is generally considered the most critical factor affecting the profitability of an accommodation unit, other factors, such as price and amenities, also play a significant role in the hospitality industry.

The most distinctive feature of Yaowa Village is accommodation. The accommodation projects in Yaowa Village include: cave dwellings, farmhouses, RVs, camping, etc. These are an important tourism resource to attract tourists to visit Yaowa Village. As a characteristic cave dwelling, according to the survey, Yaowa Village currently has 32 cave dwellings, 26 of which are boutique cave dwellings and 6 are ordinary cave dwellings. There are 4 farmhouses with a total of 20 rooms. RVs and camping require tourists to prepare related facilities and equipment by themselves.

(4) Amenities

Amenities mean that the convenience that tourists want when they travel must provide the facilities and infrastructure of tourist attractions, such as electricity, water supply, roads and communication systems. ". Amenities include basic facilities and infrastructure for tourists. These basic facilities and infrastructure include utilities, electricity, water supply, telephone, toilets and other facilities needed for tourists, such as hospitals, banks, post offices and emergency service facilities Also very important.

Yaowa Village has now formed a tourist attraction with basic tourist facilities that can provide tourists with electricity and water supply. However, Yaowa Village still lacks some convenient facilities. Today, Yaowa Village still lacks public toilets. Tourists need to return to the toilet if they need to go to the toilet. The hotel where you live or borrow the toilets of other villagers. There is also a lack of hospitals in the village. If tourists are injured, they need to return to the homestay where they live for bandaging. If the situation is serious, it needs to be sent to the county hospital or other hospitals by ambulance for treatment.

(5) Activities

Activities mean what tourists can do during their breaks and travels in order to make their travel and breaks more interesting and enjoyable. These tourism activities should be diverse and meet the needs of tourists.

Tourism activities are an important element at present, because tourism does not only mean visiting ancient sites, temples or natural beauty, but tourists also have the opportunity to participate in different activities. He also pointed out that these tourism activities will remain in the memory of tourists.

In the interviews on the improvement of tourism in Yaowa Village, some tourists think that the tourism projects in Yaowa Village need to be improved. They think that the overall format of rural tourism in Shuangjia Town is still relatively single. From the perspective of development status, Yaowa Village has initially gained fame by hosting two Luoning County Rural Cultural Tourism Festivals, but the tourism industry is only simple leisure sightseeing and farmhouse tourism, and the level of tourism products is low. Some tourists think that the tourist items in Yaowa Village are similar to those in the surrounding areas of Luoyang City, and the scenic spots in the county are also similar, which lacks tourist attraction.

Rural tourism practitioners and the local people in Yaowa Village also believe that the development of tourism resources and products in Yaowa Village is insufficient, and it is necessary to enrich the tourism industry in various aspects such as agricultural experience, folk culture, leisure and vacation, and popular science education, so as to create tourism with advantages and competitiveness. In order to promote the sustainable development of rural tourism in Yaowa Village, only by improving the format and products.

At the same time, the overall core competitiveness of Yaowa village tourism projects is relatively weak. The main mode of rural tourism development in Yaowa Village is mainly leisure tourism with natural landscapes and farmhouse entertainment, supplemented by small-scale picking economy and education practice base construction. The products and formats of leisure tourism have no unique advantages compared with surrounding areas. However, cultural tourism has not yet been developed. Compared with popular frontier tourism economies such as folk culture economy, night economy, and car camping economy in the big market, the development of rural tourism in Yaowa Village is still at a relatively primary and extensive stage. The three scenic spots lack their own unique features, and have not created any tourism brand with brand value. They lack the core competitiveness to seize market opportunities and are easily replaced and eliminated by the market.

4.2.2 Problems in the protection of cultural heritage in Yaowa Village

4.2.2.1 Emphasis on "materialization" display, ignoring the development of cultural connotation

Yaowa Village has carried out village construction. At present, there are shopping and snack streets, customs streets, cultural squares, traditional craft exhibitions, etc., which enrich the business model of Yaowa Village tourism products and meet the needs of more tourists. But from the perspective of the creative level of tourism cultural products, we can see that the existing tourism products that have been developed, such as food and accommodation, have been developed relatively well and on a large scale. Basically, it has formed its unique characteristics, and it is relatively mature in terms of cultural creativity. However, some other newly developed tourism products or experience projects, such as the Agricultural Ecological Demonstration Park, the Yaowa Village Cultural Experience Hall, and some traditional handicraft experience halls, have limited development time, are not very experiential, and have not yet systematically developed products. Complete, these problems are still relatively prominent at present. These projects are still mainly based on sightseeing and leisure experience so far, and the main attraction of tourism projects is still based on the cultural tourist attraction of the locally developed farming cultural park. Even when it comes to large-scale traditional festivals, although they are customized tourism projects for festivals, they are all direct and popular product models. Fundamentally, tourism products are not attractive enough to tourists, which hinders the expansion of market demand, thus further restricting the integration of culture and tourism industry.



Figure 37 Food Street

Source: Photo by Research:2022

Starting from the conversion of rural cultural resources, we can see that rural cultural resources are very rich in the resource combining in Chapter 4, but whether it is the material cultural resources mainly based on residential building culture, or the culture based on farming culture and Heluo culture Resources have not been effectively used, not effectively transformed into cultural capital. This can be found in rural tourism products. As an important part of the basic elements of tourism, tourism products need the injection of characteristic culture. Combined with the statistics during the visit, most of the tourism products are shops with simple environment and rough craftsmanship, bamboo products all over the ancient town,

and similar food and snacks. Regardless of whether the commodities in the ancient town are compared with those in other ancient towns, their types are stereotyped, lacking local cultural characteristics, lacking innovation, and unattractive.

4.2.2.2 Low development level, lack of in-depth experience

As a carrier of the traditional Chinese way of life, villages carry the nostalgic memories of many people. People return to villages not only to see ancient buildings, ancient streets, old objects, etc. that cannot be seen in modern cities. , more is to find self-belonging and a moment of relaxation in the ancient village, and at the same time, through the understanding of the village's history and culture, strengthen the construction of one's own cultural self-confidence. When Yaowa Village built a traditional village tourism economy, most of them still relied on the existing traditional buildings for planning and design, which caused an obvious problem. As mentioned above, most of the ancient buildings are used for ornamental purposes. When it comes to the participation and experience of tourists, not only ancient buildings, but also traditional historical streets and alleys have only restored their traditional formats and become a commercial street. When tourists visit this street, they can not only watch but also buy, there are Participation to a certain extent, however, the entire ancient village has no other activities for tourists to participate in except for viewing and shopping. The overall experience level is low, and it cannot bring deep feelings to tourists. Charm.

4.2.2.3 The excavation of characteristic cultural content is shallow, and the core competitiveness is insufficient

Yaowa Village has preserved a complete cultural heritage, mainly bamboo weaving, paper-cutting, cave dwellings, Heluo sounders and other cultural heritage, but in terms of cultural protection and development, the performance is not very satisfactory. This section will analyze the protection status of these cultural heritage.

Bamboo weaving is a cultural heritage item with extremely high economic value. However, the current bamboo weaving project also faces many problems. First, bamboo weaving products are generally similar in shape and cannot be differentiated from other products on the market, resulting in strong substitutability of products. Bamboo weaving skills have not been innovated for a long time, so bamboo weaving skills cannot be improved for a long time, because bamboo weaving skills have been stagnant for a long time and cannot bring sufficient economic benefits, so that this skill cannot be developed in the long run. At the same time, because the bamboo weaving technique is pure handicraft, the production cycle is long and the output is limited, so the local villagers do not rely on this technique to obtain sufficient economic income. As a result, young people are unwilling to inherit and learn this skill. During the interviews with villagers, the villagers said that most of the young people in the village go out to work for economic reasons and are unwilling to learn this skill. Nowadays, there are only a dozen villagers who have mastered bamboo weaving skills in the village, and most of them are old or sick and unable to work.

The paper-cutting technique faces the same status and problems as the bamboo weaving technique. Paper-cutting is a skill that is relatively easy to get started. Although it is easy to get started, it is more difficult to reflect the cultural connotation of products in paper-cutting. The biggest problem facing paper-cutting skills is the lack of cultural connotation, which makes paper-cutting skills easy to learn and difficult to master. During the investigation of paper-cutting in Yaowa

Village, it was found that paper-cutting skills are mainly mastered by women in the village, and the contents of paper-cutting are mainly flowers and animals. During interviews with tourists, it was found that many tourists do not know that paper-cutting skills belong to intangible culture Heritage, considered to be just an ordinary handicraft work. However, comparing the paper-cutting skills of other regions, it can be clearly seen that the paper-cut products in Yaowa Village have simple patterns and rough products. During interviews with villagers, many villagers expressed that they did not know that paper-cuts could be sold as tourist souvenirs. Some villagers also said that they would not let their children learn these paper-cutting skills, thinking that paper-cutting skills are not a proper job, and cannot bring economic income or promote their future development.

Cave dwelling buildings in Yaowa Village. Cave dwellings are the most distinctive buildings in Yaowa Village, and they are also the most attractive characteristic buildings for tourists to experience. In the interviews with tourists, many tourists expressed their great desire to experience cave dwellings, but the number of cave dwellings that can provide accommodation is very limited. During the investigation, it was found that the cave dwellings in Yaowa Village had the following problems:

Firstly, the villagers do not pay much attention to the protection of cave dwellings. During the investigation in Yaowa Village, it was discovered that one of the villagers had three cave dwellings in his yard, one for raising cattle, sheep and poultry, and one for storing Agricultural tools, and the other cave dwelling is inhabited by the elderly. Others live in bungalows in the courtyard. During an interview with another resident, the villager filled up the three-hole cave dwelling in the yard and rebuilt the house in order to develop rural tourism. These actions undoubtedly caused great damage to the cave dwellings in Yaowa Village.



Figure 38 Cave of Yaowa village
Source: Photo by Researcher:2023

Secondly, Villagers lack aesthetic ability. Some villagers realized the market value of cave dwellings and wanted to redecorate the cave dwellings and sell them as hotels. However, due to its limited aesthetic ability, it cannot pay attention to

the unity of color and decoration style. Therefore, it is impossible to show the rustic cultural style and atmosphere of the countryside. Tourists travel to Yaowa Village in order to experience the simple rural culture, which is different from the busy atmosphere of the city. However, cave dwellings lacking an overall design can only provide a bed for tourists to rest, and cannot well show the leisure and relaxed rural atmosphere.

Thirdly, practicability is not strong. As a place for tourists to stay, cave dwellings are very inconvenient to use. There are no separate toilets and washrooms inside the cave dwellings, and the necessary fire-fighting facilities are lacking indoors. Through interviews with tourists staying in cave dwellings, the tourists said that it is very inconvenient to stay due to the lack of indoor toilets. Every time I go to the toilet, I have to run outside. If it is winter, it will seriously affect the accommodation experience. Some tourists said: The ventilation of the cave dwellings is a big problem. Due to the special building structure, the interior of the cave dwelling cannot be ventilated, and the air quality is not very good. If there are many people in the house, the smell will be very unpleasant. There are also tourists who said: there is a lack of fire-fighting facilities inside the cave dwellings, and once a fire breaks out, safety cannot be guaranteed.



Figure 39 Simply Hotel
Source: www.baidu.com:2023

Through the analysis of bamboo weaving skills, paper-cutting skills and cave dwelling architecture, we can know that Yaowa Village has rich cultural content, but there are also problems such as lack of cultural connotation, lack of attention to cultural protection, and lack of successors.

4.2.2.4 Relevant planning is not implemented in place, and the street landscape is incomplete

Yaowa Village is known as a sample of cave dwellings in western Henan. Most of the ancient buildings in the village are concentrated by the West Lake, with high building density, ventilation and fire prevention, and poor living environment compared with modern buildings. With the development of the times and related planning Most of the residents have moved to the county seat, but even so, many elderly people still live here. As mentioned above, some villagers choose to build new

houses here. Under such circumstances, there will inevitably be many impacts on the village streets. The problem of the alley landscape is firstly that the brick roof and tile facade of the new building are in sharp contrast with the traditional building; secondly, in order to meet the daily life of the residents, there are water heaters on the roof, electric meters installed outside the houses, and exposed wires in the streets and alleys; Finally, some of the ancient buildings were commercialized and used more modern billboards or graffiti on the walls, destroying the integrity of the building. Under the current conditions and environment, it is definitely unrealistic for the villagers to give up their comfortable life. This is also not in line with the people-oriented socialist ideology. It is necessary to solve the existing problems accordingly, and finally realize the comfort of living and the integrity of the landscape. synchronous development.



Figure 40 Discordant Appearance
Source: Photo by researcher:2022

4.2.2.5 Residents have low awareness of cultural resources, and the concept of protection is indifferent

Firstly, the form of participation is single. The revitalization of rural cultural heritage tourism in Yaowa Village must be driven by local residents. The role played by rural residents in Yaowa Village in the development of local culture is undeniable, but it is also an undeniable fact that villagers have a single form of participation. There are two main forms for villagers to participate in cultural tourism. One is to serve tourists as staff in tourist attractions, tourist shops, rural restaurants, and homestays; the other is to independently open farmhouses, restaurants, and homestays to provide travel services for tourists. service etc. The above two methods can be classified as being driven by economic interests in essence, providing services for tourists and participating in the development of rural cultural heritage. This kind of situation obviously shows the problem of the single form of participation of rural residents, and also shows the problem of the low degree of participation of rural residents in the development of local rural cultural heritage tourism. The development of rural cultural heritage, more importantly, is actually cultural value. It is necessary to revitalize the local cultural heritage through tourism, so that the local cultural heritage can develop and play a new role. The rural ancestors created these cultural heritages, and the contemporary residents naturally have to undertake the task of development and carry forward the excellent culture among them. However, only through the way of business participation, it will certainly not be able to play the above role, and cannot highlight the value of cultural participation. In addition, a large number of local villagers have poured into tourism-related catering, board and lodging industries, resulting in greater supply than market demand, which will not only cause waste and fail to meet the requirements of sustainable development, but also cause environmental pollution, destruction of ancient buildings, and vicious competition. , reduce the development quality of the local rural cultural tourism industry, and limit brand building.

Secondly, the inheritance of rural culture is insufficient. Rural cultural heritage is created by rural residents in a certain historical period, and current residents also bear the responsibility of inheritance and development. In the process of rural cultural heritage development, local rural residents should strive to contribute and play a role. However, as far as the current situation is concerned, although the local villagers in Yaowa Village have a strong sense of belonging to the local rural culture, few people are willing to participate in the work of inheriting and developing cultural heritage. which can also be clearly perceived. Local rural residents generally recognize their own rural culture and are proud of the local culture, but when it comes to cultural inheritance and cultural development, most residents say they will not personally participate in it, because they cannot guarantee their lives. The low participation of rural residents in the revitalization of rural cultural heritage not only fails to provide sufficient manpower for the revitalization work, but also hinders the effective inheritance of culture. Take bamboo weaving as an example. Bamboo was called the "Four Gentlemen of Flowers" by the ancients, which symbolizes tenacity, nobility, rather than bending, and open-mindedness. It embodies the traditional Chinese spirit and culture. Bamboo is also a necessary thing for local villagers. The bamboo weaving crafts in Yaowa Village appeared thousands of years ago, but in modern times, due to the development of plastic products, it has gradually replaced the status of bamboo weaving utensils in daily life, making the bamboo weaving craft lose its practicality and become a simple culture and art. At present, only some elderly

people continue to carry out bamboo weaving crafts out of traditional concepts and love for bamboo weaving crafts. As a result, the bamboo weaving craft of Yaowa Village is facing the danger of being lost. The residents of Yaowa Village do not have a high degree of participation in the development of rural cultural heritage, which also proves that the local rural cultural heritage work has not achieved ideal results, and the economic benefits are limited.

Finally, there is no brand culture formed. Brand refers to the degree of consumer awareness of products and product lines. For the cultural tourism industry, brand building is even more important, which will help to impress the public and attract people to Yaowa Village to carry out rural cultural tourism activities and experience related services, thereby enhancing the reputation of Yaowa Village's rural cultural tourism products, market share and create significant economic value. However, judging from the current situation, the brand awareness and intensity of rural cultural tourism in Yaowa Village are not strong.

The cultural tourism of Yaowa Village has been developed for many years, but it has not yet formed a unique and highly recognizable cultural brand. Yaowa Village has a long history of development and is rich in cultural heritage resources. Unfortunately, the memory of the cultural tourism brand of Yaowa Village is not deep. There are many cultural heritage resources in Yaowa Village, but the local area does not sort out all cultural heritages by category, but develops them in a general way. After visiting Yaowa Village, tourists cannot form a memory point for the rural culture of Yaowa Village. Neither can leave a deep impression on tourists, and naturally cannot establish a unique cultural tourism brand. There are also some experiential cultural activities in Yaowa Village, but they are generally only held on large-scale holidays, and there is no complete tourist interaction link.

Summary

In this part, through the 5A theory, it analyzes the current situation of cultural heritage tourism resources in Yaowa Village, and the problems existing in the protection of cultural heritage tourism resources in Yaowa Village. The cultural heritage tourism resources of Yaowa Village have strong accessibility and convenient transportation, which is helpful for tourists to visit. Although the number of accommodation rooms is small, there are many types of accommodation, which can meet the different types of accommodation needs of tourists. Yaowa Village has basic tourist facilities, which can meet the basic needs of tourists, but due to the lack of necessary hospitals, post offices, etc., the convenience of the scenic spot is average. Yaowa Village has a large number of scenic spots, which can provide different types of tourism experiences. Although Yaowa Village is rich in tourism activities, it lacks cultural characteristics and is not distinctive enough, so it is easily replaced by surrounding villages. At the same time, it is concluded that in the cultural heritage tourism resources of Yaowa village, there are problems such as ignoring the development of cultural connotation, lack of characteristics in cultural activities, lack of rural characteristics in cultural products, and disharmony in rural landscapes.

4.3 Guideline for development of cultural tourism resources in Yaowa village

Utilizing cultural tourism resources to promote the development of cultural tourism in Yaowa Village refers to the use of cultural heritage resources in Yaowa

Village to promote the development of cultural tourism in Yaowa Village. Cultural tourism resources refer to the tangible and intangible cultural heritage of Yaowa Village. Yaowa Village has rich cultural resources, but if the cultural resources cannot be utilized, it is undoubtedly a waste. By transforming cultural resources into cultural tourism resources, it not only protects cultural resources, but also promotes the development of cultural resources.

Therefore, the strategy to promote the development of cultural tourism in Yaowa Village will include the following aspects: government agencies, enterprise management, establishment of relevant laws and regulations, villager management, and cultural protection.

(1) Utilizing the existing cultural heritage of Yaowa Village for development will help protect the cultural heritage resources of Yaowa Village.

(2) Ensure that the villagers of Yaowa Village will benefit from cultural tourism resources, increase the economic income of the villagers of Yaowa Village, and stabilize employment.

(3) Respect the authenticity of local community culture, protect the cultural traditions of the Yaowa village community, and promote community governance and development.

4.3.1 Improve awareness of the multiple values of cultural heritage in Yaowa Village Government

The protection, development and value promotion of cultural heritage in rural revitalization mainly rely on the power of the government to continuously expand the scope of influence of cultural heritage in the countryside. In the context of rural revitalization, we should strengthen the government's leading role in the protection and development of cultural heritage and the promotion of the multiple values of cultural heritage, and actively carry out cultural heritage protection and development, value mining and other related activities to urge the government to actively perform social and cultural functions.

Government

First of all, the government should incorporate the protection and development of folk intangible cultural heritage in the local area into the local economic development plan, do a good job in material support, manpower allocation, and financial support for the protection and development of cultural heritage, increase fiscal expenditures, and establish and improve the special financial investment mechanism for the protection and development of folk cultural heritage. Actively encourage intangible cultural heritage inheritors to apply for intangible cultural heritage related projects, and give appropriate financial incentives to intangible cultural heritage inheritors who have done well. For those intangible cultural heritage projects with low economic development value but other values, the government should treat them equally. Limit the expenditure of special support funds for such intangible cultural heritage projects, and truly mobilize the enthusiasm of intangible cultural heritage inheritors. The work related to intangible cultural heritage is a complicated and trivial work, involving a wide range of things and many things. Therefore, the government should provide more material guarantees for the departments that focus on related work. The government should also intensify the census and value mining of intangible cultural heritage in the region. It is necessary to promptly publish the distribution atlas of intangible cultural heritage at all levels in

the region, sort out the cultural pedigree of folk intangible cultural heritage in a timely manner, and use modern technology to Real and comprehensive records of those precious and high-value intangible cultural heritages, establishment of a database for the protection and development of intangible cultural heritage and a dynamic detection database for intangible cultural heritage value mining, and at the same time, actively select the best and strong ones, and push the declaration to the higher authorities Level non-heritage items.



Figure 41 Yunnan Province sets up a collection of intangible cultural heritage books
(Source: www.baidu.com:2023)

Secondly, in the context of rural revitalization, the government should promptly formulate a project plan for cultural heritage to promote rural revitalization, actively send a clear plan signal to the masses, and clarify the specific implementation content of the project plan to the masses, including actively proposing cultural heritage to the masses. It should be integrated into the clear direction of the era background of rural revitalization. Government departments can take advantage of the multiple values of cultural heritage to provide a platform for the display and exchange of different cultures in the region, encourage grassroots governments to hold more activities such as cultural value display, inheritance promotion, etc., so that villagers can fully understand the charm of cultural heritage through holding activities and value, truly realize that only excellent traditional culture such as cultural heritage in the countryside is the source of wisdom that promotes rural industries and nourishes rural civilization. In addition, the government should strengthen communication with cultural inheritors, continuously expand the space for activities of inheritors on the basis of the core of rural cultural inheritance and protection, and encourage them to go to the countryside and the masses so that they can contribute to the cultural heritage on the big stage of the countryside. The public provides a more intuitive and close-up understanding of cultural heritage with multiple value platforms, and overall enhances the public's sense of participation and sense of identity in activities related to cultural heritage boosting rural revitalization.



Figure 42 Shandong Province conducts cultural heritage display
(Source: www.baidu.com:2023)

Finally, a series of plans and measures promulgated by the government to promote rural revitalization by cultural heritage should be strictly implemented, and the protection and development of cultural heritage should be carried out scientifically and rationally, such as the revitalization of traditional crafts and the establishment of rural workshops; the revitalization of traditional dramas to establish The large stage of rural drama; the revitalization of traditional sports acrobatics should be combined with the advantages of rural geography to build stadiums, sports rooms, etc. In addition, in the work related to the value mining, protection and development of cultural heritage, we must not focus on interests, completely driven by interests and destroy cultural heritage unscrupulously. All work should listen to the voice of the public, seek expert arguments, and see the successors Attitude, properly handle the relationship between utilization and protection. In addition, the government can also support qualified enterprises and other social institutions to set up various intangible cultural heritage workstations in rural areas where intangible cultural heritage projects are relatively concentrated, increase cooperation with enterprises, universities and other social organizations, and establish a group of intangible cultural heritage aid institutions. Promote the value promotion team of rural revitalization, and help local governments improve the actual level of intangible cultural heritage to promote rural revitalization.

พหุ ประโยชน์ ชั่ว



Figure 43 Country big stages in other cities
Source: www.baidu.com:2023

Social Enterprise

Cultural enterprises, civil society groups and other social organizations and social celebrities can use the new media platform to help the government, increase the propaganda of the multiple values of the cultural heritage of Yaowa Village, and broaden the communication channels of cultural heritage. Civil society organizations, in particular, should continuously strengthen their social responsibilities, fully recognize the problems and deficiencies in the process of value recognition, protection and inheritance, and productive development of various cultural heritages in my country at present, and combine their own flexibility characteristics and professional We will actively cooperate with the relevant government work, implement some effective measures in publicity, protection and development, and solve some practical problems and difficulties in the protection and development of cultural heritage. Celebrities can use their own advantages to carry out various forms of intangible cultural heritage activities in campuses, communities, temples, and enterprises across the country. Through these different places, they can combine inheritor lectures, live performances, and online intangible cultural heritage knowledge quiz competitions. Various forms of activities, such as publicity and promotion of cultural values for the general public, especially young people. Even go deep into some special places, send these traditional intangible cultural heritage cultures to special groups of people, and truly build more cooperation platforms for regional exchanges and value research of intangible cultural heritage culture. Cultural enterprises can focus on some marginalized intangible cultural heritage projects, intangible cultural heritage groups and individuals that have not been selected for special support from government financial funds, give full play to their own financial advantages, implement the implementation of guarding the weak and helping the dangerous, and protecting the "minority" "The cultural protection strategy helps these marginalized intangible cultural heritage projects, intangible cultural heritage groups and individuals to get better inheritance and development; it can also organize intangible cultural heritage inheritors and villagers to join in the industrial

development of intangible cultural heritage, so that They feel that intangible cultural heritage can make rural life more prosperous. Only when every organization and individual can realize the various values contained in my country's intangible cultural heritage can a strong awareness of cultural protection be generated from the heart, and only then can the intangible cultural heritage be recognized from various specific practices. capacity for rural revitalization.



Figure 44 Guangxi Intangible Cultural Heritage Shopping Festival promotes intangible cultural heritage skills through live broadcast

Source: www.baidu.com:2023

4.3.2 Cultivate successor talents for the protection and development of the cultural heritage of Yaowa Village

(1) Improving the way of cultivating cultural heritage heirs

As the bearers and propagandists of intangible cultural heritage, intangible cultural heritage inheritors play a key role in cultivating intangible cultural heritage successor talents, showing the charm of intangible cultural heritage, and realizing the sustainable existence of intangible cultural heritage. It is the most important subject of the protection and development of cultural heritage, and it is also the main force to use intangible cultural heritage to promote rural revitalization. Cultivating more and capable rural native intangible cultural heritage inheritors is an important prerequisite for maintaining the continuous role of intangible cultural heritage in the countryside. To achieve rural revitalization, it is necessary to actively guide them to play a greater role in the key areas of rural revitalization. And then promote the overall development of the village.

On the one hand, governments at all levels should strictly follow the requirements of the "Opinions on Further Strengthening the Protection of Intangible Cultural Heritage", continuously strengthen and improve the system of representative inheritors of intangible cultural heritage, increase training for intangible cultural heritage inheritors, and further improve Inheritors of intangible cultural heritage have the ability to use their skills and arts to create rural characteristic cultural industries.

Strengthen the construction of the three-level echelon of intangible cultural heritage, continuously innovate the way of intangible cultural heritage, promote the combination of intangible cultural heritage and the modern national education system, truly expand the channels for the cultivation of intangible cultural heritage talents, and strengthen the inheritance team. In addition, the government should introduce appropriate preferential policies for young people in rural areas to attract more young people to love intangible cultural heritage and be willing to participate in the protection and development of local intangible cultural heritage. That is to say, the policies promulgated by the government must retain young people.

First, the government can let intangible cultural heritage enter the daily life of young people through channels such as new media platform promotion, cultural industry building, and school education, so that they can also feel the charm of intangible cultural heritage. Activities and performances are used as a carrier to truly make rural youths and young students in schools realize that intangible cultural heritage has strong vitality and development under the background of rural revitalization, and finally achieve the effect of making young people love and are willing to protect and inherit intangible cultural heritage.

Second, from the relevant policies promulgated by the state, we can see that although the state has invested a lot of special funds for the protection and development of intangible cultural heritage, the general inheritors or apprentices do not actually enjoy the preferential policies of the state. Cultural heritage protection and inheritance voluntary work, and some can only get a little subsidy from the master. The cultural departments in various places need to use this as a policy guide, actively carry out on-site inspections, and formulate some effective measures to effectively solve the problems of general inheritors and apprentices. interest income issues.

On the other hand, when it comes to cultivating intangible cultural heritage successors, inheritors at all levels should actively respond to the call of national policies, abandon the traditional, feudal, and narrow concept of inheritor training, and actively update their own cultural theoretical knowledge and laws. Knowledge, teaching apprentices and students with a rich sense of social responsibility and modern training concepts. "Establishing art first establishes character", intangible cultural heritage inheritors should not only cultivate the inheritors' intangible cultural heritage skills, but more importantly, cultivate the inheritors' good moral character and open modern consciousness, and establish a highly conscious "contract spirit", Break the stereotype of thinking inherent in the past, broaden your horizons, and integrate into the times. When cultivating localized young people to inherit intangible cultural heritage, we can comprehensively and strictly select local young people, innovate the "teacher-to-apprentice" intangible cultural heritage training mechanism, and use the unique skills we have learned in an open and shared way. The concept is passed on to the young people, and the next generation should be tolerant of different ideas without reservation, so as to accumulate excellent successors of intangible cultural heritage for the country to solve the problem of the cut-off of the value carrier of intangible cultural heritage.

(2) Strengthen the combination with national education

Education is the basis for the protection of intangible cultural heritage. We can incorporate the protection and development of intangible cultural heritage and the

cultivation of intangible cultural heritage successor talents into our country's contemporary national education system. Construct the intangible cultural heritage curriculum system and teaching material system for primary and secondary schools and higher education, and publish intangible cultural heritage general education readers suitable for preschool education students, primary and secondary school students, and college students. In the preschool education stage of kindergartens, we highlight children's thinking and cognitive ability, insist on intangible cultural heritage education starting from babies, and make the inheritance and protection of intangible cultural heritage an important part of the first stage of contemporary national education, which really falls in people's hearts. In primary and secondary schools, we can offer intangible cultural heritage courses, encourage the construction of intangible cultural heritage inheritance and protection bases in primary and secondary schools, and encourage intangible cultural heritage inheritors at all levels to teach in primary and secondary schools, so that young people can experience and understand the charm of my country's excellent traditional culture. In primary and secondary schools, what we focus on is the ability of primary and secondary school students to distinguish thinking, to be able to draw beneficial nutrition from different intangible cultural heritages, and to strengthen the humanistic literacy of primary and secondary school students.



Figure 45 Henan Opera Enters School
Source: www.baidu.com:2023

พหุ ประถมศึกษา



Figure 46 paper cutting into the classroom

Source: www.baidu.com:2023

For the stage of higher education, we should explore the establishment of an intangible cultural heritage discipline system and related professional curriculum system suitable for universities with different school-running orientations. In higher vocational schools and application-oriented undergraduate colleges and universities, according to different types of intangible cultural heritage, we should carry out intangible cultural heritage professional courses that match the students' own majors, build a teaching model of intangible cultural heritage workshops, and increase the training of intangible cultural heritage teachers. , Carry out echelon-type and professional teacher training, strengthen the cultivation of intangible cultural heritage talents, and respond to the country's call for "great country craftsmen". In addition, actively seek rural experts in intangible cultural heritage and social enterprises in intangible cultural heritage, broaden the cooperation platform between schools and enterprises, and schools and villages, and improve students' ability to meet social needs while forging students. In agriculture-related colleges and universities, we must do a good job in connecting intangible cultural heritage education with rural revitalization education. Cultural heritage resources are involved in the education of agricultural-related professional courses in schools, extensively carry out agricultural-related professional social practice and industry-university-research activities with intangible cultural heritage factors, and build a number of educational practice bases for the inheritance of national intangible cultural heritage and rural revitalization. At the stage of postgraduate education, we encourage qualified schools to actively apply for master and doctoral programs on rural revitalization and the protection and development of intangible cultural heritage, and encourage the interdisciplinary training of intangible cultural heritage and other disciplines. To impart high-quality theories of intangible cultural heritage. The teaching content allows college students to gain more cultural happiness and cultural acquisition.

We can also explore the connection between intangible cultural heritage and the education of the subject according to the characteristics of different disciplines, and pass on the theoretical knowledge of intangible cultural heritage to college students through teaching. Utilize modern cultural innovation resources in intangible cultural heritage to enhance college students' sense of cultural acquisition and cultural happiness in learning intangible cultural heritage, so that they can become appreciators and lovers of intangible cultural heritage on the basis of understanding intangible cultural heritage, and are more likely to become Inheritors and disseminators of intangible heritage. Through the integration of intangible cultural heritage and contemporary national education, we can not only solve the long-standing problems of the relative lack of aesthetic education and the flood of historical and cultural nihilism in my country's contemporary national education, but also realize the integrated training of intangible cultural heritage talents and improve the quality of intangible cultural heritage. Inherit the overall quality of talents and contribute more youthful wisdom to rural revitalization.

4.3.3 Improve the atmosphere of cultural heritage protection and development in Yaowa Village

(1) Create cultural heritage activities that keep pace with the times

Creating intangible cultural heritage projects that are suitable for rural revitalization must keep pace with the times. Only by combining the elements of intangible cultural heritage with the new needs of rural revitalization can the ancient intangible cultural heritage bloom with new vitality. On the one hand, it is necessary to grasp the spiritual core and value implication of intangible cultural heritage, and use modern thinking and technical means to create distinctive brand projects of rural intangible cultural heritage with outstanding highlights and strong competitiveness. A brand project is a symbolic product that has its own unique style and can show its own connotation, gradually formed after the industrialization of intangible cultural heritage has reached a certain level. The characteristic brand project is conducive to the formation of its own distinctive business card of intangible cultural heritage, better display of the local cultural connotation behind it, and is more conducive to expanding the industrial scale, forming a complete production chain, and occupying more shares in the market. Especially after establishing brand awareness, intangible cultural heritage inheritors can protect intellectual property rights through legal means, which is also an incentive for themselves.

On the other hand, we can broaden the dissemination channels and sales channels of cultural heritage brand projects with the help of Internet and other scientific and technological means, and embed those distinctive elements and symbols in urban civilization, foreign culture, and cultural heritage of other regions into the local cultural heritage brand projects. Build Zhonglai to form a representative and highly recognizable brand of rural cultural heritage. With the continuous change of the general trend of the whole society and the continuous improvement of people's material living standards, all kinds of cultural heritage must seek the thrust of innovation and development from the external environment. an inevitable trend. For example, intangible cultural heritage of traditional dramas, rough and outdated performances such as stage art, makeup, costumes, etc. a hundred or even two hundred years ago can no longer meet the increasing appreciation level of modern people. Traditional intangible cultural heritage can no longer rest on its laurels. As the

basis for the development and innovation of traditional intangible cultural heritage, "authentic" should be well preserved, because it can provide relevant information for the study of traditional intangible cultural heritage. But when it comes to the development of intangible cultural heritage projects in the new era, and the development of traditional intangible cultural heritage in the context of rural revitalization, traditional intangible cultural heritage must absorb and learn from the excellent components that suit you, and integrate with your own body. It is imperative to innovate the way of displaying traditional intangible cultural heritage, the way of inheritance, the way of dissemination, and the innovation combined with the exhibition of the times, but we can't lose the original cultural model rules, innovation can't break the pattern and the mainstream, Otherwise, it is not a traditional intangible cultural heritage, but a new creation of modern culture. The intangible cultural heritage in the countryside can completely absorb some other cultural elements, but it must conform to its own cultural creation rules. While inheriting the tradition comprehensively and profoundly, it must adapt to the new era and new audiences, be full of new artistic value, and create a new intangible cultural heritage. Only in this way can we truly radiate new cultural vitality and vitality.

(2) Improve the guarantee system of laws and regulations

As a kind of public cultural resource, cultural heritage is far from enough to be inherited by inheritors and supported by society, and it is difficult to achieve practical results in the protection and utilization of heritage resources. In this process, the state must participate and be coerced by the state. Participate in the entire process of cultural heritage protection and utilization, and provide certain guarantees at the levels of laws, regulations, and systems.

In terms of improving laws and regulations. With the country's continuous emphasis on the protection of intangible cultural heritage, my country has now formed a legal and regulatory system for the protection of intangible cultural heritage centered on national legislation and government regulations and supported by local regulations and departmental systems. The tenth anniversary of the implementation of the Intangible Cultural Heritage Law. Under the current background of rural revitalization and the constant changes in the social situation, we need to further adjust and supplement the original legal system to comprehensively improve the legalization and institutionalization of cultural heritage protection in the new area.

First, in the expression of relevant intangible cultural heritage protection work principles, related discussions on enhancing cultural self-confidence in the new era, cultivating cultural identity, and strengthening the awareness of the Chinese nation's community can be appropriately added, and it is clearly required that the protection of intangible cultural heritage is conducive to rural revitalization. Conducive to social harmony and sustainable development.

Second, we can summarize and refine the mature and effective concepts and practices in the protection and development of intangible cultural heritage in my country over the past few decades, such as classifying and protecting different intangible cultural heritage items, building cultural and ecological protection areas, etc. Based on this, we can improve the relevant laws and regulations of national government departments and local government departments.

Third, in the field of intellectual property rights of intangible cultural heritage, the state should improve relevant systems, such as guaranteeing the basic

rights of intangible cultural heritage inheritors and the economic benefits obtained through production activities, preventing improper use of intangible cultural heritage by inheritors, and actively encouraging local Villagers participate in the protection and development of intangible cultural heritage.

Fourth, align with international rules in a timely manner. While actively participating in relevant intangible cultural heritage protection activities organized by UNESCO, it is also necessary to promptly adjust the relevant expressions of protection objects and protection systems in my country's existing laws in accordance with international rules.

(3) In the protection system of intangible cultural heritage.

First, it is necessary to continuously improve the mechanism of division of labor and cooperation between various government departments related to the protection and development of intangible cultural heritage. In view of the existing system of intangible cultural heritage protection and registration, timely revise the evaluation standards for inheritors of intangible cultural heritage at all levels, and explore the establishment of intangible cultural heritage inheritors. A mechanism for withdrawal due to irresistible factors. For those intangible cultural heritage items that are not inherited by one person, but by collective inheritance and long-term practice by the masses, collective units for inheritance and protection can be appropriately increased, and try to promote the establishment of a benefit-sharing system for intangible cultural heritage in the context of rural revitalization. Balance the interests of the government, intangible cultural heritage inheritors, local villagers, and intangible cultural heritage developers.

Second, continue to promote the introduction of intangible cultural heritage into campuses. Educational authorities can make full use of the rich local intangible cultural heritage resources to carry out intangible cultural heritage performances that students love to see, such as performances, exhibitions, social practices, etc., actively encourage and guide them to understand, love, and inherit intangible cultural heritage, and provide students with personal experience of intangible cultural heritage. opportunities to promote the formation of intangible cultural heritage spread on campus.

4.3.4 Use the cultural heritage of Yaowa Village to boost the development of rural industries

(1) Create a cultural tourism brand with regional characteristics

<<The "14th Five-Year" Public Cultural Service System Construction Plan >> issued by the Ministry of Culture and Tourism in 2021 pointed out that it is necessary to carry out pilot projects for the construction of "art villages" and create "one township", "one product", "one art", "one shop" and "one Scenery" new model of rural cultural industry integration development. In recent years, the promulgation of relevant policies and local practices have shown that intangible cultural heritage has played a greater role in promoting the development of the rural cultural tourism industry, and has also achieved remarkable results. The integration of rural culture and tourism can strengthen endogenous energy reserves and external industry coordination, and is an effective way to implement the strategy of rural revitalization. If tourists want to get the most regional experience and feelings in rural tourism, regional intangible cultural heritage is the most capable of becoming a new medium.

On the one hand, in the implementation of the rural revitalization strategy, it is necessary to dig deep into the characteristic cultural heritage resources in the region and incorporate the inherent requirements of rural revitalization to create and strengthen the characteristic brand of "intangible cultural heritage + tourism" to boost rural revitalization, vigorously develop the regional cultural tourism industry. For example, the intangible cultural heritage of traditional festivals grew out of the hot land of the countryside, from the hearts of the rural people, and is the blood and root of farmers. It is possible to combine traditional festival cultural activities in the region with the ecology full of regional natural scenery. Through culture + ecotourism, tourists can not only enjoy the beautiful scenery in the scenic spot, but also feel the cultural connotation, so as to increase the culture of tourist attractions. Vitality and spiritual appeal can not only realize the inheritance of intangible cultural heritage through appreciating the beautiful scenery, but also find the lasting power to support the internal economic development of the village, killing two birds with one stone.

On the other hand, with the development of rural tourism, rural tourism in the form of traditional farmhouse entertainment has reached saturation, and many cultural resources have followed suit under the premise that natural resources are not easy to be imitated. Therefore, many rural tourist attractions are far from satisfying the needs of current tourists, especially the needs of young tourists. In recent years, as cultural performances with traditional Chinese characteristics have attracted many young audiences, if tourists are to avoid this kind of embarrassment in rural tourism that integrates culture and tourism, rural tourism can learn about traditional culture that suits young people's preferences. Performance experience, moving the performances of traditional music, traditional sports acrobatics, and traditional drama into rural tourist attractions, transforming traditional cultural resources into a unique new medium that attracts rural tourists. Enjoy the scenery during the day, listen to the performance at night, and the homestay is the stage. This kind of experience and feeling is absolutely unique. In addition, in accordance with the idea of "school-local cooperation" and "group-village co-construction", we can join hands with art colleges, art troupes, and tourist villages to achieve a trinity to promote integration, through "government leadership, enterprise support, and joint efforts of theater groups" The mode of building talent + traditional music (traditional sports acrobatics, traditional drama and folk art) "outpost" to the front line of rural tourism, installing an "art engine" for rural revitalization, and opening up the "traditional art talents to serve rural revitalization" last mile". Create a group of demonstration villages rich in traditional literary and artistic characteristics, set up a team of cultural and artistic village leaders, and the government will actively "pair" with art colleges and art academy groups in characteristic tourism towns, hire art experts as cultural and artistic village leaders, and organize Various cultural and artistic activities, cultivating artistic talents, and building a impressive team of rural traditional art talents.

In general, the new model of rural economic development with cultural heritage as the fulcrum should be adapted to local conditions, and cannot be simply copied and used in every village. To develop the rural economy, characteristics are the key, innovation is the means, and combining the intangible cultural heritage with advantages in the local area is an effective shortcut to enhance competitiveness. Therefore, under the background of rural revitalization, it is necessary to actively do a good job in the transformation, inheritance and innovation of intangible cultural heritage,

so that regional intangible cultural heritage can be transformed into advantageous resources to boost rural revitalization, and a rural industrial economy characterized by relying on intangible cultural heritage culture should be created to realize rural cultural heritage. The prosperity of the people's lives.

(2) Developing and design of tourist souvenirs with cultural characteristics of kiln tiles

The creation of cultural heritage is an emerging cultural trend resulting from the combined development of cultural heritage and cultural creative industries. The creativity of cultural heritage lies in using cultural heritage as raw materials for product processing and production, relying on teams and individuals to creatively design, technically process, and industrialize these raw materials, and finally produce cultural products that meet people's material and spiritual needs, put into the market for marketing, and closely combine with the market operation mechanism to form a complete industrial development chain, extend the added value of the original cultural resources, and make it have more economic value. At present, tourists will choose to buy local representative and commemorative cultural commodities after they finish their tours in tourist attractions, so as to seal up this beautiful travel time. Therefore, actively researching and developing cultural tourism products that symbolize cultural heritage resources and realizing the cultural creativity of local intangible cultural heritage resources will help expand the cultural inheritance of intangible cultural heritage, broaden the channels for local people to increase income, and expand the market share of intangible cultural heritage resources. Stimulate the development of rural industries.

First of all, the development of cultural and creative products should adhere to the spirit of the times. In the process of promoting the transformation of cultural and creative products, we must not only retain the excellent factors in the tradition, adhere to the principle of sublation, but also closely integrate with the needs of the times, fully reflect the spirit of the times, and fully meet the requirements of reality. Taking excellent traditional culture as the background color of literary works and the trend of modern social development as the color of intangible cultural heritage works can not only realize the cultural cultivation and value guidance of excellent traditions, but also arouse the society's awareness of core values and the spirit of the times. Deep resonance.

Secondly, the development of intangible cultural heritage products should maintain the authenticity of traditional intangible cultural heritage. For the transformation of traditional skills intangible cultural heritage into cultural creation, its greatest significance and value are the kind of crafts that go beyond the outside, and the ingenuity contained in crafts is the essence of traditional skills intangible cultural heritage creations, it is also the soul of traditional skills intangible cultural heritage. Maintaining the authenticity of the traditional culture of cultural and creative products is conducive to reflecting the true characteristics of that era.

Thirdly, the development of intangible cultural and creative products should highlight the creativity and novelty of ideas. The creativity and novelty of work design are often the first factors for cultural and creative products to attract consumers, because everyone usually has a first impression. Therefore, the development of intangible cultural and creative products should adhere to the concept of the system, not only to pursue the satisfaction of the market audience, but also to

achieve a high aesthetic standard of the work, and to highlight the overall ingenuity of the design of the work, so as to realize the integration of the three in the cultural Create products in this one. At the level of modern art design, we should start from the functional positioning and artistic expression of the product itself to ensure the creativity and novelty of the conception of cultural and creative works.

Finally, the development and sales of intangible cultural and creative products should adhere to people-oriented. People-oriented is more important to highlight the humanistic care of intangible cultural and creative products. Developers of intangible cultural and creative products should pay close attention to the actual consumption needs of customers, so as to make intangible cultural and creative products meet the standards of beauty, practicality and life. Satisfy consumer groups from different regions, groups and cultural backgrounds. Similarly, inheritors of intangible cultural heritage items and designers of arts and crafts should adhere to the development orientation of "living inheritance" of intangible cultural heritage and continuously improve their professional development capabilities.

4.3.5 Improve the management mechanism of cultural tourism in Yaowa Village

First, strengthen capital supply and broaden financing channels

(1) Increase financial investment.

The Yaowa Village Committee is the core force guiding the development of local rural cultural tourism. The government must increase financial investment and ensure the source of development resources in order to lay an economic foundation for the development of local rural cultural tourism. In practice, the Yaowa village government can set up a special fund for rural cultural tourism, and do a good job in related management work, so that the funds can be used for rural cultural tourism development, scenic spot construction, ecological protection, brand promotion and other work. At the same time, in the process of development, the Yaowa village government should formulate more financial incentive policies for rural cultural tourism, such as providing a certain amount of financial support to villages with reasonable cultural tourism planning and better development, so as to encourage more villages Participate in the development and construction of rural cultural tourism to form an agglomeration effect.

(2) Effective introduction of social funds

Rural cultural tourism is a huge project, and it is not enough to rely solely on financial funds. It also requires the participation of social funds in order to build it more perfectly. Therefore, the Yaowa village government should improve the investment promotion plan for rural cultural tourism, and issue supporting policy documents to strengthen the management of the rural cultural tourism development market, so as to create an open and standardized rural cultural tourism development environment and attract more investment. or enter. In addition, Yaowa Village can also use private equity, crowdfunding, PPP and other methods to allow various socialized capital to effectively participate in the development and construction of local rural cultural tourism in Yaowa, providing more sources of funds for its development.

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(4) Increase credit support.

Prior to this, Yaowa Village already had the experience of using commercial credit to support tourism development, and achieved good results. Therefore, Yaowa Village can refer to past experience and continue to expand the scope of commercial credit support to promote the development of local rural cultural tourism. For example, the government can require commercial credit institutions to relax the loan threshold for rural cultural tourism construction and development projects and simplify related procedures, and can also encourage credit institutions to create special rural cultural tourism financial products to help cultural tourism projects raise funds.

Secondly, improve the relevant supporting facilities system

(1) Optimize rural transportation facilities.

Rural cultural tourism mainly attracts foreign tourists through the conditions and characteristics of rural cultural resources. Only with good transportation facilities can foreign tourists enter rural cultural scenic spots smoothly. At present, the transportation network of most villages in Yaowa Village cannot support the large-scale development of local cultural tourism. Therefore, Yaowa Village should pay attention to the improvement of transportation, build a convenient transportation system centered on various scenic spots, open tourist bus lines, and set up specialized parking and other supporting facilities, so that tourists can freely choose various means of transportation and visit Kiln. The cultural scenic spots of different villages in Wa Village improve the convenience and satisfaction of tourism transportation.

(2) Improve information infrastructure.

The current society has entered the information age, and various information software is widely used in various life and business situations, which greatly increases the convenience. In the process of developing rural cultural tourism, Yaowa Village must also effectively integrate various information technologies to improve the level of information services. Specifically, kiln tiles must strengthen the construction of the rural Internet. Let all rural cultural scenic spots, as well as commercial, restaurants, hotels and other places have a stable wireless network. In addition, Yaowa Village also needs to make effective use of technologies such as the Internet of Things to open information services such as electronic tour guides, tourism information retrieval, and agricultural tourism interaction in rural cultural scenic spots; use electronic payment technology to establish cooperation with various third-party payment platforms to ensure Tourists can spend conveniently at any time in the rural cultural scenic spot.

(3) Intensify environmental improvement efforts.

Combined with the comprehensive improvement work of small towns in Yaowa Village, the visual range along the scenic area, the handicraft workshops and mushroom planting sheds inside the major scenic spots will be comprehensively renovated, ecological restoration will be carried out, and the situation of miscellaneous, chaotic, and poor will be effectively changed, and rural tourism will be beautified. environment. From the perspective of sustainable development, ecological interests, human interests, and social interests are in a symbiotic relationship. In the process of promoting the activation of cultural heritage resources and developing the rural cultural tourism industry in Yaowa Village, we must do a good job in ecological maintenance to ensure development. sustainability. Finally, improve the level of development and utilization of material cultural heritage. For the revitalization of rural material cultural heritage, the tourism model is mainly adopted, that is, it is developed into various tourism products. Such a move not only shows the singularity of the rural material cultural heritage activation model in Yaowa Village, but also is not conducive to the in-depth development of the rural cultural tourism economy. Therefore, Yaowa Village should improve this, re-investigate the local rural material cultural heritage, and investigate the tourism of various material cultural heritage.

Establish and improve the management mechanism of the tourism system of Yaowa Village, and put the professional tourism talent training plan on the agenda as soon as possible. It is best to set up a special tourism reform team in the local area under the guidance of relevant government departments to conduct an investigation on the tourism situation of Yaowa Village. Comprehensive management and unified guidance can also be combined with local police stations, transportation departments, safety management departments and other relevant departments to establish a comprehensive management mechanism for the tourism market, and carry out special rectification of tourism in Yaowa Village before some large-scale activities such as cultural festivals start. Effectively implement the safety emergency plan of the tourist area, increase the investigation and punishment of some scenic spots with a large flow of people in the past years, and strive to provide tourists with a safe, comfortable and stable tourist environment.

It is necessary to implement the tourism professional knowledge training for the villagers of Yaowa Village as soon as possible, change the inherent thinking of the villagers, strengthen their civilization awareness and overall awareness in daily life, and promote the improvement of the overall quality of these villagers. With the support of Luoyang City, it is possible to obtain cooperation intentions with local colleges and universities, and regularly ask tourism experts and professors from colleges and universities to provide theoretical knowledge training to villagers. Make plans for tourism development. Of course, it is also possible to invite some tourism experts from other places to come to Yaowa Village and sign a cooperation agreement with them. Everyone will contribute to the tourism development of Yaowa Village and realize the efficient development of cultural tourism in Yaowa Village.

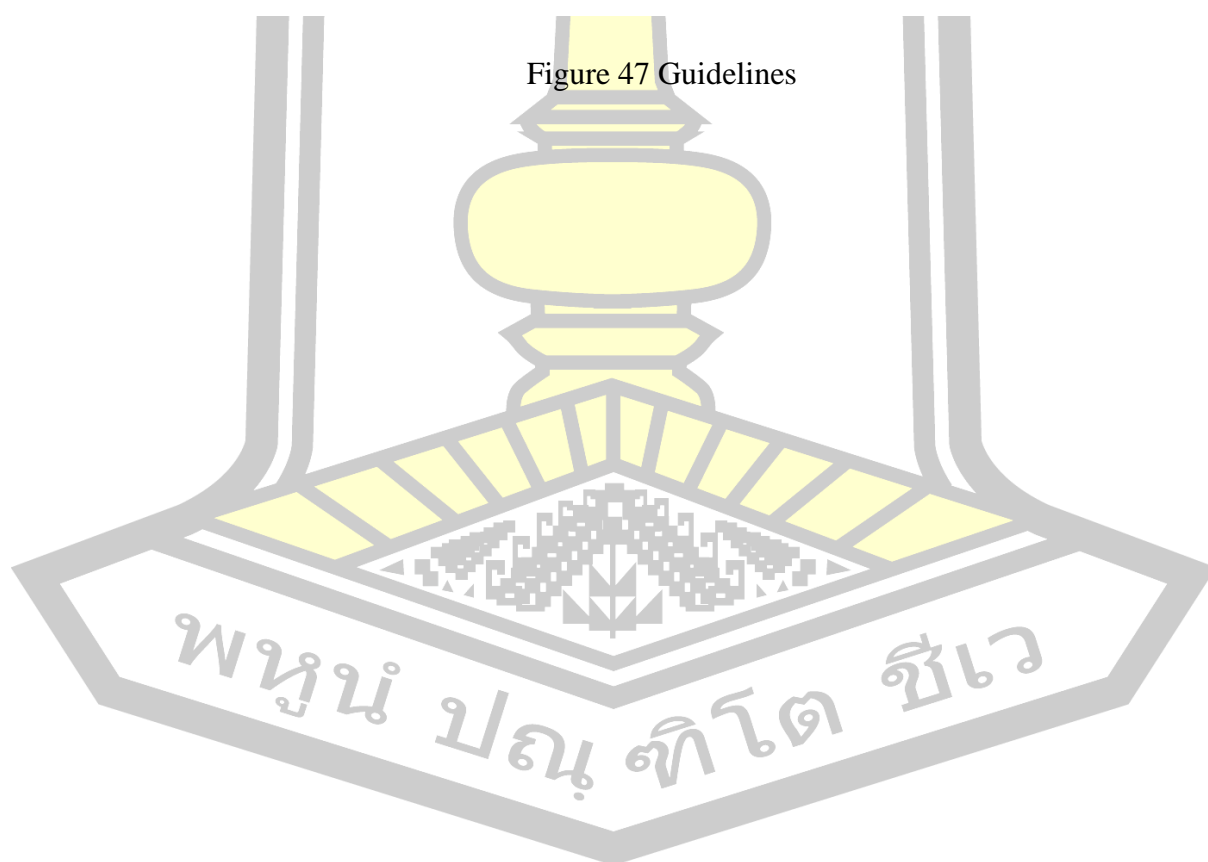
Summary

In this part, guidance is put forward for the cultural heritage protection and tourism development of Yaowa Village, mainly from the following aspects: improving the awareness of cultural heritage; improving the cultivation of talents for cultural heritage protection and development of Yaowa Village Model; improve the atmosphere of protection and development of cultural heritage in Yaowa Village; use

the development of cultural heritage to promote the development of local industries; improve the policy mechanism for the development of cultural tourism in Yaowa Village. The overall structure is as follows:



Figure 47 Guidelines



CHAPTER V

Conclusion

The research: titled Cultural Heritage Conservation and Cultural Tourism Resources in Yaowa Village, Luoyang City is a qualitative research conducted in Yaowa Village, Luoyang City. This chapter provides details of the purposes of the research, conclusion of the research, research methodology, discussion of the findings, and suggestions for future research.

1. Purpose of Research
2. Conclusion
3. Discussion
4. Suggestions

5.1 Purpose of Research

Cultural heritage is an important witness to the long history of a nation, carrying a special channel for contact and communication with ancestors, has extremely high historical, scientific, cultural and artistic values, and is a non-renewable precious resource. fostering national cohesion

It plays an important role in gathering strength, promoting national economic and social development, and satisfying the upgrading of people's awareness.

Yaowa Village is a village with a very complete preservation of cultural heritage in Luoyang City. The outstanding and rich traditional culture of the Central Plains is an important part of Chinese national culture. The cultural heritage of Yaowa Village is a product of the historical accumulation of the Chinese, and an imprint reflecting the ethnic style and historical life of the Chinese, and has distinctive local characteristics of ethnic minority areas.

The conservation of cultural heritage is to protect the historical context of the nation and the cultural foundation on which the sustainable development of society depends. To build the harmonious development of multiculturalism, and reshape the cultural consensus and lifestyle of the national spirit. With the globalization of the economy and society, the acceleration of the new urbanization process and the transformation and upgrading of the domestic cultural development strategy, Chinese traditional culture is undergoing a complex modernization transformation, facing a dilemma between tradition and modernity. How to protect the traditional culture of Henan, avoid disappearing in the above process, and realize the modern integration of cultural heritage to stimulate the endogenous power to enhance the core value of traditional culture has become the main problem facing the development of cultural heritage.

With the rapid development of modern tourism and the upgrading of tourism cognition, modern tourists are no longer satisfied with the traditional single sightseeing way, and the pursuit of cultural value and experience enjoyment has become an important demand of tourists. Cultural heritage tourism can improve the level of tourism resources, enrich the experience of tourism products, and make it have a deeper cultural heritage. It has become an important carrier for human beings to pursue a high degree of harmony with the outside world, and has become a high-quality return to history and nature. lifestyle. Through the strong and unique regional

cultural tourism experience, tourists can get more novel, shocking, and leisurely feelings, increase knowledge, and enrich life experience.

Through the investigation and investigation of the cultural heritage conservation and development of Yaowa Village , examine the reality of the cultural heritage protection and development of Yaowa Village from the perspectives of the historical value of cultural heritage protection and development , architectural art value , landscape cultural value , and tourism development economic value In theory, it can enrich the theory of heritage tourism development and explore a new mode of protection of cultural heritage in the Central Plains . Deepening the cultural heritage protection and tourism development of Yaowa Village adheres to the sustainable development concept of combining authenticity and integrity, and also provides theoretical reference for other similar rural cultural heritage protection and tourism development.

we can put forward countermeasures for the protection of rural cultural heritage and sustainable development of tourism for Yaowa Village by taking advantage of its own advantages. These countermeasures provide references for integrating the cultural tourism industry resources of Yaowa Village, digging deeper into the cultural characteristics of Yaowa Village tourism, and promoting the protection of cultural heritage of Yaowa Village and the transformation and upgrading of tourism development. In addition, through research, it is also possible to further promote the standardization of cultural heritage protection in Henan Province, and explore the best development path for the integrated development of Yaowa village culture and tourism industry, and to enrich and benefit the people.

5.2 Conclusion

In this part, the research contents are mainly combined with three research objectives. The conclusions of this study are drawn through fieldwork and interviews.

5.2.1 Conclusions on the Cultural Heritage Background of Yaowa Village, Luoyang City

While the tourism development of cultural heritage continues to bring economic benefits and meet the needs of tourists, starting from the long-term interests of tourism development, its ultimate goal is to allow more tourists to deeply perceive and discover my country's rich and beautiful regional landscapes, profound and rich history Cultural heritage, pure and simple traditional way of life. Let the history and culture pass on forever on the basis of maintaining its authenticity.

Through the research and analysis of the cultural heritage of Yaowa Village, four construction principles are summarized:

(1) Branding of local culture. Through the integration of resources, the local traditional culture of Henan is deeply excavated, and cultural products with brand value are cultivated. And continue to innovate, develop cultural and creative industries, and form local cultural brands. Yaowa Village can enhance the competitiveness of tourism through the popularity of its own characteristic brand. At the same time, make consumers reach a consensus on the local culture.

(2) Culturalization of tourist attractions. Use culture as a means to promote the tourism industry, and promote local history and culture through film and television, media, news, art exhibitions, etc. In order to achieve the purpose of cultural popularization. There are two ways to promote the culture of tourist attractions in

Yaowa Village. One is to make tourists have the desire to travel through media promotion, through cultural-related film and television and cultural works. The second is to promote creative tourism through modern industrial innovation.

(3) Concentration of characteristic industries. Characteristic industries should pay attention to "special" features, and gather industries with similar functions to form industrial clusters to achieve the goal of common development. The materials in Yaowa Village that reflect the local cultural characteristics are formed into products, and the traditional skills are developed and extended, which will eventually become a kind of culture. The basic path for the concentration of local characteristic industries.

(4) Industrialization of cultural and creative resources. Cultural creativity is regional and unique. Using the power and creation of culture to give new life to traditional culture and make it have a certain tourism function. The three characteristics of cultural and creative industries, "culture, creativity, and industry" constitute a continuous Industry chain

5.2.2 Conclusions on the Current Situation and Problems of Cultural Heritage Protection in Yaowa Village, Luoyang City

The conservation model of cultural tourism resources is not perfect

(1) Traditional buildings are not well protected

Yaowa Village retains the traditional residential buildings with a "cave dwelling" structure for hundreds of years. The overall structure of the building, as well as the gates and window lattices are carved with exquisite patterns. You can also see another picture in the past. Some buildings are surrounded by green grass, piled up with fallen tiles and earthen walls. This shows that the buildings in the traditional villages of this township have only received the attention and protection of relevant government departments. The villagers no longer wantonly transform and destroy, but in essence they have not been effectively repaired and protected. If it goes on for a long time, it will aggravate the damage of traditional buildings, and even turn them into barren ruins, losing the value of protection and inheritance.

(2) Public cultural services lag behind

From the combing of the cultural tourism resources of the above villages, we can see that Yaowa Village is rich in intangible cultural resources such as ethnic musical instruments, ethnic handicrafts, and ethnic legends. However, the average age of several non-heritage inheritors is nearly 60 years old, and most People are not at home, no one is willing to follow and learn, some people can't persist after entering the industry, and eventually give up halfway, the success rate is extremely low, some old artists are not willing to let their children inherit, and the inheritance of intangible cultural heritage faces a shortage of successors. Moreover, Yaowa Village is an agricultural township, and the people are busy with farm work for their livelihood. When the farming is busy, they are even more black-headed. Intangible cultural heritage culture is a spiritual need. There are few funds to support the development of intangible cultural heritage culture, which cannot bring benefits to the masses. The willingness of the masses to participate is not high. . At present, the development and development of rural tourism in Yaowa Village is in its infancy, and the intangible cultural heritage lacks leverage. It will take time to leverage the development of intangible cultural heritage. According to the director of the village committee, in order to do a good job in the inheritance of intangible cultural heritage,

the Township Cultural Comprehensive Service Center has organized several activities to bring intangible cultural heritage into campuses and villages, but the results have shown little effect.

(3) Insufficient archive data

According to interviews, each traditional village has actively declared the "Chinese Traditional Village List" at the request of its superiors, and has collected and sorted out the basic information of the village, the village environment, the site selection and layout of traditional villages, traditional buildings, historical environmental elements, intangible culture and Existing literature and materials are filled in Chinese village archives, but this work has not carried out deep cultural connotation mining, such as weaving historical culture into village history and village chronicles. At present, Yaowa Village does not have more complete and standardized records. Documents and books on the development and changes of village history, geography, economy, culture, etc., if passed on by word of mouth in the long run, the authenticity of some cultures will gradually disappear, making it difficult to verify and continue to pass on. In addition to paper materials, traditional villages in this township lack effective storage methods for photos, audio or video recordings of intangible cultural items. Even if there are some photos of festivals, the clarity and aesthetics are relatively low.

Lack of integration of elements of cultural tourism resources

(1) Insufficient investment in supporting infrastructure for cultural tourism

Infrastructure is the premise and foundation for the development of all walks of life, and the same is true for the development of cultural tourism. In recent years, Yaowa Village and other traditional villages have improved their infrastructure with the support of the government, but some cultural and leisure facilities are not perfect, mainly reflected in:

First, the supporting facilities of the cultural square are not perfect, the fitness facilities are single and unevenly distributed, and some village groups lack relevant facilities;

Second, the lack of supporting facilities in terms of accommodation, catering, and transportation restricts the development of local tourism.

The third is that the transportation location restricts economic development, and the development potential is insufficient; although the government has established township roads, there is still a lack of public transportation. Today, Yaowa Village is only convenient for self-driving tourists, but it is still difficult for tourists without private cars. arrive.

Fourth, in the village, apart from some signs in front of the gate of the village committee and the introduction of the construction next to the bulletin board, there are basically no road signs and introductions of scenic spots and other relevant guidelines, only around the more mature homestays You can see some road signs, but none of the other villages are set up. Without a guide, tourists will wander aimlessly and learn no relevant culture. Incomplete infrastructure has greatly reduced the quality of tourism.

(2) The connotation of cultural tourism resources is not well explored

The cultural connotations such as the excellent ideas and humanistic spirit contained in the cultural tourism resources of Yaowa Village have not been deeply excavated. They can only satisfy tourists near the village to see the scenery,

take a walk, and relax. It is not enough to serve the cultural needs of more tourist groups, and the effect of people wanting to enjoy culture is low.

For example, hundreds of agricultural tools and clothing are simply placed in the exhibition hall; agricultural tools and murals hung on the earthen walls of the peasant households in the village; old houses of landlords; some cave dwellings and other cultural tourism resources are only used for sightseeing. There is no icon to give a corresponding introduction to its name, origin, and function; relatively better, Cheng's Ancient House and Zhang's Ancient House, as cultural heritage protection units in Henan Province, have signs to introduce them. And build it into a patriotic education base, fully displaying red cultural education, farming culture, folk customs, etc. allowing tourists to experience and feel the unique culture of Yaowa Village.

Insufficient responsibilities of diversified subjects

(1) Defects in the development and management model of cultural tourism resources

At present, the cultural tourism development model adopted by Yaowa Village is government-led. The development of cultural tourism in traditional villages needs to provide more public goods, from pure public goods such as infrastructure, to the construction of tourism projects, and the development of tourism products and services. The content involved is very diverse and complex. These products are public welfare and need to be effectively coordinated and managed by the government, and the interests of all parties should be distributed relatively reasonably. However, relying solely on the power of the government also has many problems. It is prone to "government failure" in public management theory, ignoring the self-government function of villagers, weakening market operations, and making the supply of public cultural resources inefficient.

(2) No developer officially settled in

At present, the tourism development of Yaowa Village is only involved in government tourism-related units, the power organization structure is single, and no developers have yet settled in. Insufficient innovation, unbalanced tourism investment projects, low integration with market demand, weak business environment, and lack of environment and conditions for large-scale introduction of foreign funds hinder the rational development of village tourism resources. There are no other enterprises to participate in cultural construction, and there are few channels to raise funds for cultural construction.

(3) The participation of villagers is not high

The tourism development of Yaowa Village is not yet mature enough, and the residents do not see the benefits and do not get any benefits. Therefore, in the construction of the village, they did not give full play to their main body consciousness to participate in the village development. Concrete embodiment:

On one hand, the villagers are less active in participating in the development and have not formed good benefits. The characteristic ethnic folk resources and agricultural ecological resources have not brought substantial "dividends" to the collective economic development of the village. Many houses are idle and have no ability to Ideas turned into tools for increasing revenue.

On the other hand, the enthusiasm of villagers to participate in the construction of rural civilization is not high. Some villagers do not pay enough attention to the specific content of rural civilized construction, do not have a deep

understanding, and do not have a high degree of participation. The quality of the villagers needs to be improved urgently, and the restrictive effect of the "Village Regulations and Civil Agreement" is not obvious, and they have failed to contribute their own strength to the cultural heritage protection and tourism development of Yaowa Village.

5.2.3 Conclusions of the Guidelines for the Protection of Cultural Heritage and the Development of Cultural Tourism Resources

5.2.3.1 conclusion of protection

Propose protection and development methods

(1) Characteristic positioning

The construction of kiln tiles should give full play to its own characteristics and advantages, and find out the development orientation. By combing the existing natural, historical, cultural and other resources of Yaowa Village, based on history, reality and future, accurately positioning the characteristic image of Yaowa Village, and using innovative means to widely disseminate and promote, and improve the popularity and popularity of Yaowa Village. Influence.

(2) Space construction

On the basis of respecting the original road network and space texture, Yaowa Village extracts unique cultural symbols through the construction of the original natural landscape, restores and reproduces the historical and traditional space features, and plans a reasonable functional structure . Through publicizing the Central Plains culture represented by Yaowa Village, repairing the former residences of celebrities and folk art exhibition halls, the true inheritance of Central Plains culture is realized.

(3) Style control

The image and style of Yaowa Village are the first impression and symbol displayed to the outside world. Through the expression of spatial form, natural environment, historical buildings, etc., it shows the comprehensive culture and heritage of Yaowa Village in three dimensions: history, present and future.

(4) Space creation

Including points, lines, and planes, various spatial forms, through the shaping of streets, experience the sequence and context of succession and transformation, showing the continuity and visual permeability of historical space. These spaces constitute a walking tour route, through the intersection of several nodes on the route to create tourist highlights and characteristic spaces.

5.2.3.2 Conclusion of development

Summarize the major planning strategies of Yaowa Village in this paper, and mainly conduct research on development strategies in the following aspects: "Culture +" industrial development strategies; in the overall style, landscape environment, streets and lanes and space texture, sight corridors, etc. Countermeasures for the protection of traditional village patterns; countermeasures for historical and cultural protection of cultural relics protection units, historical buildings, historical environmental elements, intangible cultural heritage, and characteristic cultural spaces; countermeasures for cultural tourism development, etc. The study pointed out that in the protection of rural cultural heritage and tourism development, the development logic of "public participation, government guidance, market operation, and enterprise subject" should be followed to maintain authenticity

and uniqueness. Only by taking historical and cultural protection as the core of protection and development can protection and development go hand in hand in a true sense.

(1) Scientific system planning

The planning of rural cultural heritage protection and tourism development is not a simple ancient town planning. It must use holistic thinking to carry out systematic design, and carry out systematic thinking on functions, industries, culture and other aspects. It is necessary to determine the development direction, clarify the industrial structure, strengthen the tourism system, and optimize the spatial structure. Adhere to multiple integration, highlight forward-looking and coordinated planning, and ensure project implementation.

(2) Develop characteristic industries

It is necessary to adhere to the principle of "establishing a town with production, leading a town with production, and revitalizing a town with production" in the protection of rural cultural heritage and tourism development, so as to realize the integrated and coordinated development of production and town. The top priority of rural cultural heritage protection and tourism development is not to pursue the entire industrial system, but to focus on the development of characteristic industries. According to the industrial characteristics of the countryside, combined with the regional development plan, according to different regional characteristics and advantageous industries, rational layout and clear key points. With the local pillar industry as the core, from industrial positioning to industrial cultivation, industrial cluster building and industrial brand building, a historical and cultural town and village with strong industrial support and strong cultural characteristics will be formed.

(3) Promote history and culture

Culture is the soul of rural cultural heritage protection and tourism development. Make full use of culture, enhance soft power, improve quality, and create a cultural brand. Embody regional symbols, respect local culture, and pay attention to the harmony of the overall style. Make more use of local unique styles, materials, and colors, make full use of extractable symbols and elements, and find cultural confidence.

(4) Mining tourism resources

The industries of rural cultural heritage protection and tourism development should make a fuss about tourism, and in turn add vitality to the support. Excavate local history and culture as tourism theme, follow the market, and develop tourism products. It can create a vibrant neighborhood, pay attention to economic creation in winter and night, develop all-season and all-weather tourism products, and enhance vitality.

(5) Policy escort and complete supporting facilities

The protection of rural cultural heritage and the development and construction of tourism must first establish a management organization, formulate reasonable policies, and eliminate obstacles and hidden dangers in the construction. At the same time, explore investment innovation and reform, pay attention to the financial guarantee mechanism, seek government support and participation, and carry out strategic cooperation with various enterprises. Pay attention to infrastructure construction and supporting projects, continuously improve infrastructure such as

road traffic, municipal pipelines, and greening systems, improve public supporting facilities such as education, medical care, and public services, and gradually improve facilities.

5.3 Discussion

5.3.1 Discussion based on the results of this study

(1) The development and development value of the cultural heritage of Yaowa Village

Yaowa Village is a village with rich historical and cultural heritage, rich in cultural heritage resources. The local government and villagers have developed the cultural heritage of Yaowa Village into tourism resources, which is consistent with the theory of transforming cultural resources into cultural capital. According to research by Tutar Lusetyowati (2015), cultural tourism creates jobs and business opportunities and strengthens the local economy. Cultural heritage tourism also contributes to the preservation of cultural heritage and improves the quality of life of local residents and tourists. Integrating tourism with heritage culture will benefit the local economy. The main idea of cultural heritage tourism is to preserve local heritage and culture, share it with tourists, and achieve economic benefits. (Lusetyowati, 2015) After analyzing the cultural heritage of Yaowa Village, it can be seen that the cultural heritage of Yaowa Village has the value of tourism development. If the cultural heritage of Yaowa Village can be utilized, it will help improve the quality of life of the local villagers and promote the development of the local economy. As suggested by the development of cultural heritage and cultural tourism to promote the preservation and dissemination of cultural and historical traditions, this often helps to preserve local heritage and revitalize local culture and crafts. Therefore, culture and heritage, as the engine of tourism development, is an important way to achieve truly sustainable development.

(2) There are many problems in the protection and development of cultural heritage in Yaowa Village

It is undeniable that there are many problems in the process of cultural heritage protection and tourism resource development in Yaowa Village. Through interviews with KI, GI, and CI groups, it can be concluded that Yaowa Village has problems in the process of cultural heritage protection and tourism development. with the same problems as other villages. As analyzed by Mei Zhan, as the government pays more attention to the development of urbanization, people tend to neglect the protection of historical and cultural heritage in pursuit of better economic income. With the development of tourism, people will start to pay attention to for the development of cultural tourism, due to the lack of relevant knowledge, people's tourism development with cultural heritage is often destructive. (Mei, 2023) Yaowa Village is a typical conservative village. Because it is far away from the main urban area and its cultural protection is relatively complete, it has attracted a large number of tourists. The local government and villagers blindly develop it for economic benefits, so the local cultural Legacy did some damage. At the same time, because the local villagers lack the ability to develop and manage tourism resources, the satisfaction of tourists with their tourism experience is average. As suggested by Chen Tian, for tourism development of rural cultural heritage, local organizations and the government should firstly provide more support for villagers and enterprises, and this

project will benefit local villagers. (Tian, 2022) This is consistent with T Masron's (2014) proposal that local organizations and institutions should support the development and management of local cultural tourism. In terms of economy and society, government agencies and organizations should encourage villagers to learn local intangible cultural heritage and tourism development models, etc.

H Du (2017) Cros pointed out that in the protection of cultural heritage, many cultural heritage sites have the problem of ignoring the development of cultural connotation in the protection of cultural heritage. The author pointed out that most cultural tourism products lack in-depth experience, and tourists can only experience the most surface culture. However, due to the lack of awareness of cultural protection by the local villagers and the government, the residents' concept of cultural resource protection is indifferent. The research results of H Du Cros have the same place as the research results of Yaowa Village.

(3) Ways to develop cultural heritage tourism resources in Yaowa Village

The development of cultural tourism in a region must be formed on the basis of protecting the local culture and natural environment, as Francesca (2017) said, in order to achieve the process of improving the local environment, economy and society, or maintain it at a certain level indefinitely Therefore, the concept of sustainability refers to the compatibility between economic development and environmental protection. (Nocca, 2017) The role of development therefore needs to be emphasized to ensure that the needs of the present generation are met without compromising the possibility of future generations meeting those needs. This is also consistent with the theory of tourism sustainable development. Lijun Guo (2017) pointed out that for the development of rural cultural heritage tourism resources, the government needs to carry out special planning, and at the same time enhance the development value of local intangible cultural heritage resources. In order to attract more tourists to participate in tourism activities, it is necessary to hold special tourism activities that keep pace with the times. In order to meet the needs of tourists for high-quality tourism activities and tourism products, it is necessary to improve the quality of intangible cultural heritage.(Lijun, 2022) In the development of cultural tourism resources in Yaowa Village, it is proposed to carry out innovative development of cultural heritage resources, such as cultural commodities and tourism (Wood, 1984), cultural tourism and government management (McKercher et al., 2005), tourism and cultural Heritage management (Bunten2008) all pointed out that the resource development of cultural heritage needs to be reflected in product innovation and brand innovation. This paper proposes to encourage local villagers or enterprises to innovate bamboo weaving skills in Yaowa Village, innovate the shape of bamboo weaving utensils, make bamboo weaving more aesthetic and practical, enhance the economic value of bamboo weaving, and make bamboo weaving bring more benefits to local villagers. Income. This is consistent with cultural innovation theory.

5.3.2 New knowledge discovered

This research provides an opportunity for the participants of the research to exchange knowledge and ideas. For the investigators, through the research on the cultural heritage content of Yaowa Village, it is proposed that both the regeneration of traditional cultural values and the needs of village development be equally important. Traditional village protection planning strategy.

The research content of this study starts from the tangible cultural heritage and intangible cultural heritage. After reading other scholars' research on cultural heritage, more research content is mainly on the protection of cultural heritage. This paper proposes to use cultural heritage resources as cultural capital. Transform cultural heritage resources into cultural capital, and from cultural capital to tourism resources. This is consistent with the activation theory of cultural heritage resources and Bourdieu-Pierre's cultural reproduction theory.

5.3.3 Several points from this research

The cultural heritage resources of villages should be clearly sorted out, classified, and the value of cultural heritage resources should be analyzed, and protection or development should be carried out according to the value. In addition, the protection of cultural heritage and the development of tourism resources in Yaowa Village should be valued and supported by the government. The government should play a leading role in providing economic, human resources, and policy support for the cultural heritage protection and tourism development of Yaowa Village. For enterprises, when protecting and developing cultural heritage, they must respect the historical value of cultural heritage. When setting up tourism activities, it must meet market demand and meet tourists' needs for cultural tourism. For the local villagers, it is necessary to cultivate the villagers' attention to the protection of cultural heritage, and the villagers should learn the local cultural skills, so as to help the local intangible cultural heritage to be protected and developed. As Greg Richards said, cultural tourism has become an important supplement to mainstream tourism. Therefore, in order to develop cultural tourism, it is necessary to work together from the government, enterprises, and local residents to find creative ways to make people aware of the attractiveness of local culture, thereby promoting the development of cultural tourism.(Richards, 2014)

5.4 Suggestions

Future Research Applications

Dissemination of research results to the interested public can also provide guidance for the protection of cultural heritage and the development of cultural tourism in Yaowa Village.

Therefore, Yaowa Village can also learn from this article to help it develop cultural tourism resources

The cultural heritage protection and tourism resource development of Yaowa Village is expected to help Yaowa Village determine the existing cultural heritage resources of Yaowa Village before cultural protection and tourism resource development.

It is expected that the proposed guidelines can help other villages in Henan Province with the same needs to successfully carry out cultural heritage protection and cultural tourism development.

Future Research Directions

Although this article is aimed at Yaowa Village, the research results can also be applied to other parts of Henan Province and even the whole country, just need to re-investigate the content of cultural heritage. The development of each village in China is based on the background of China's rural revitalization, so it can

serve as a reference for the development of rural cultural heritage and cultural tourism in other regions.

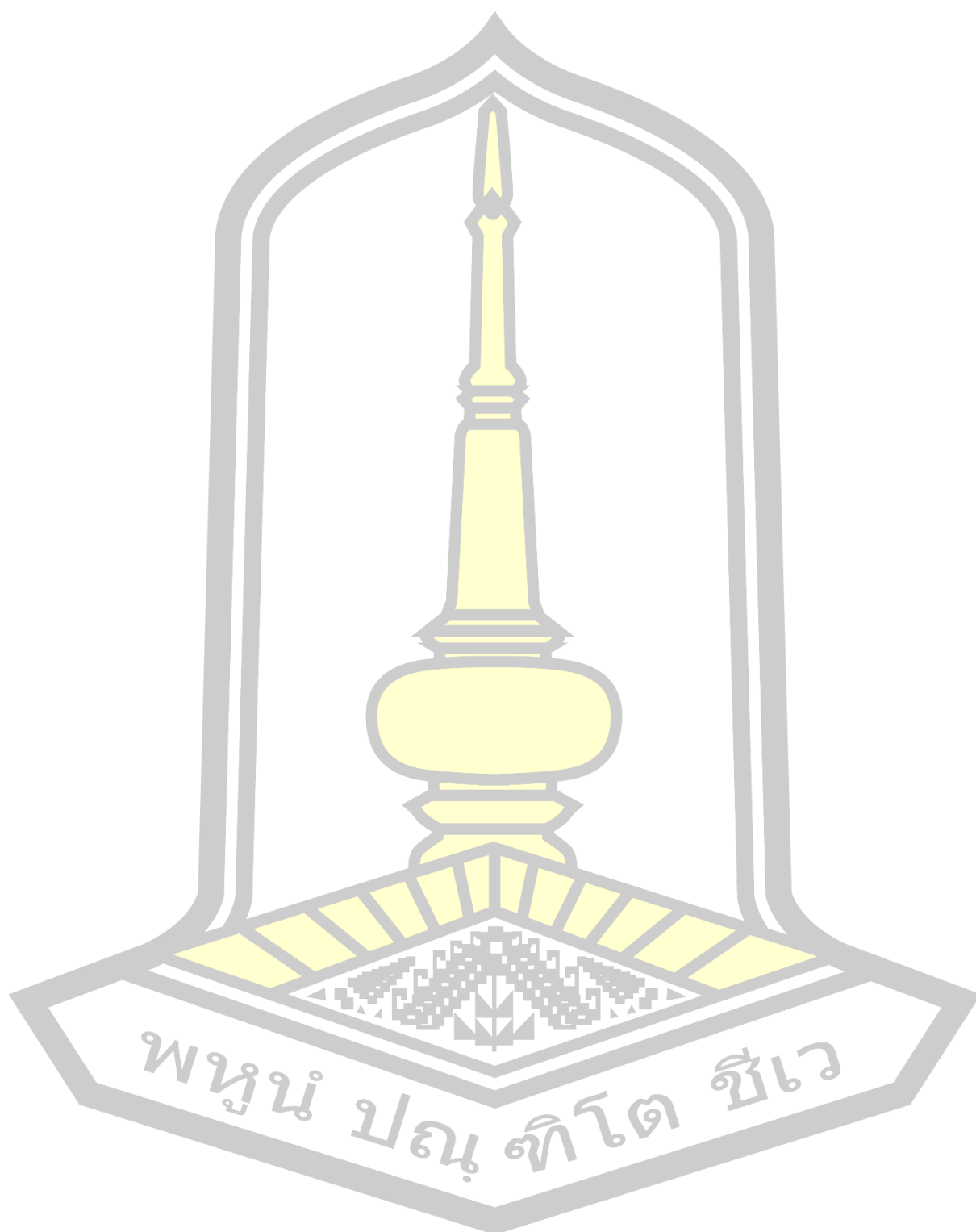
1. There should be research on tourist satisfaction in Yaowa Village, Luoyang City.

2. There should be research on the participation of the people in tourism development in Yaowa Village, Luoyang City.

3. There should be a comparative research of tourist attractions in China with Yaowa Village, Luoyang City.



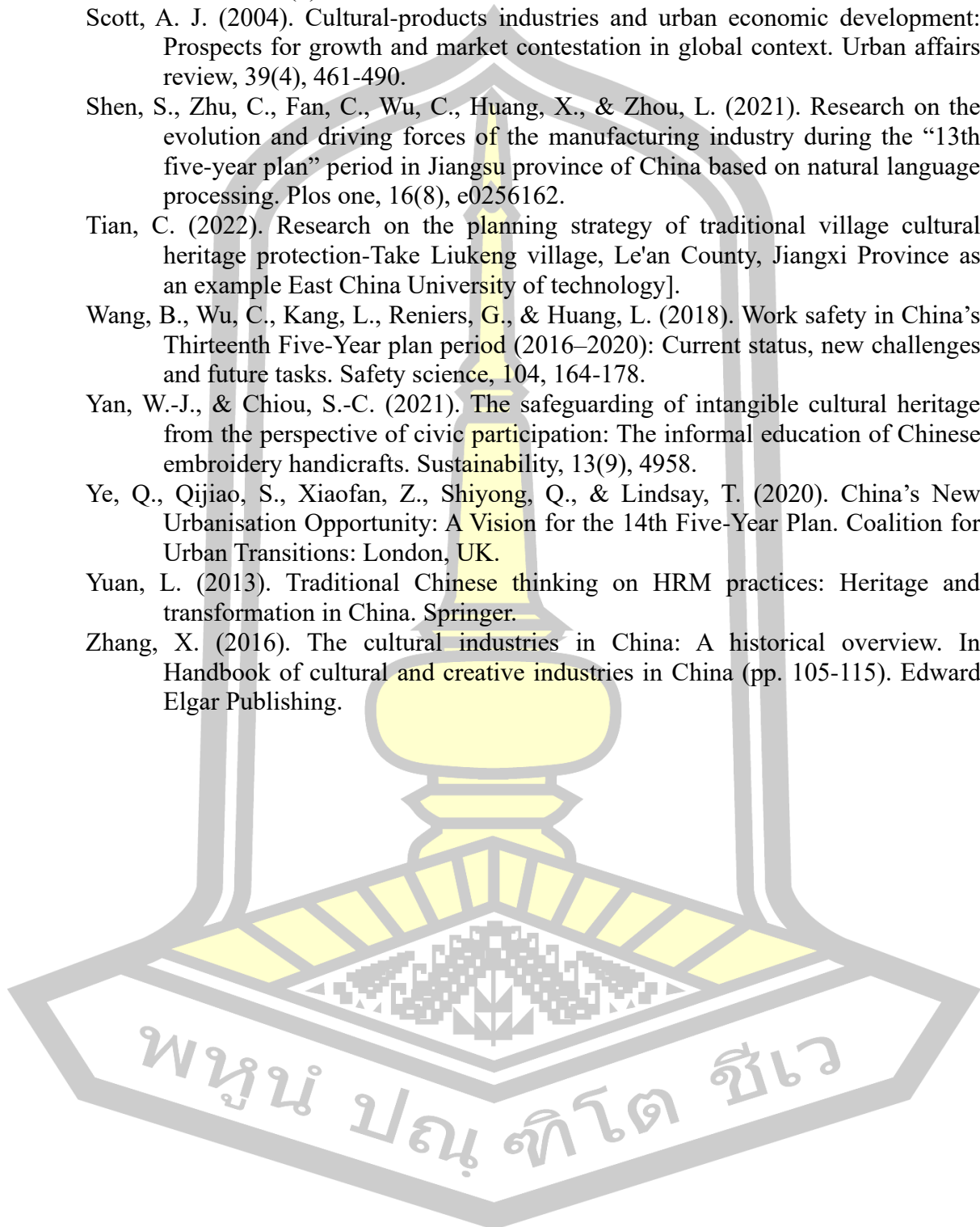
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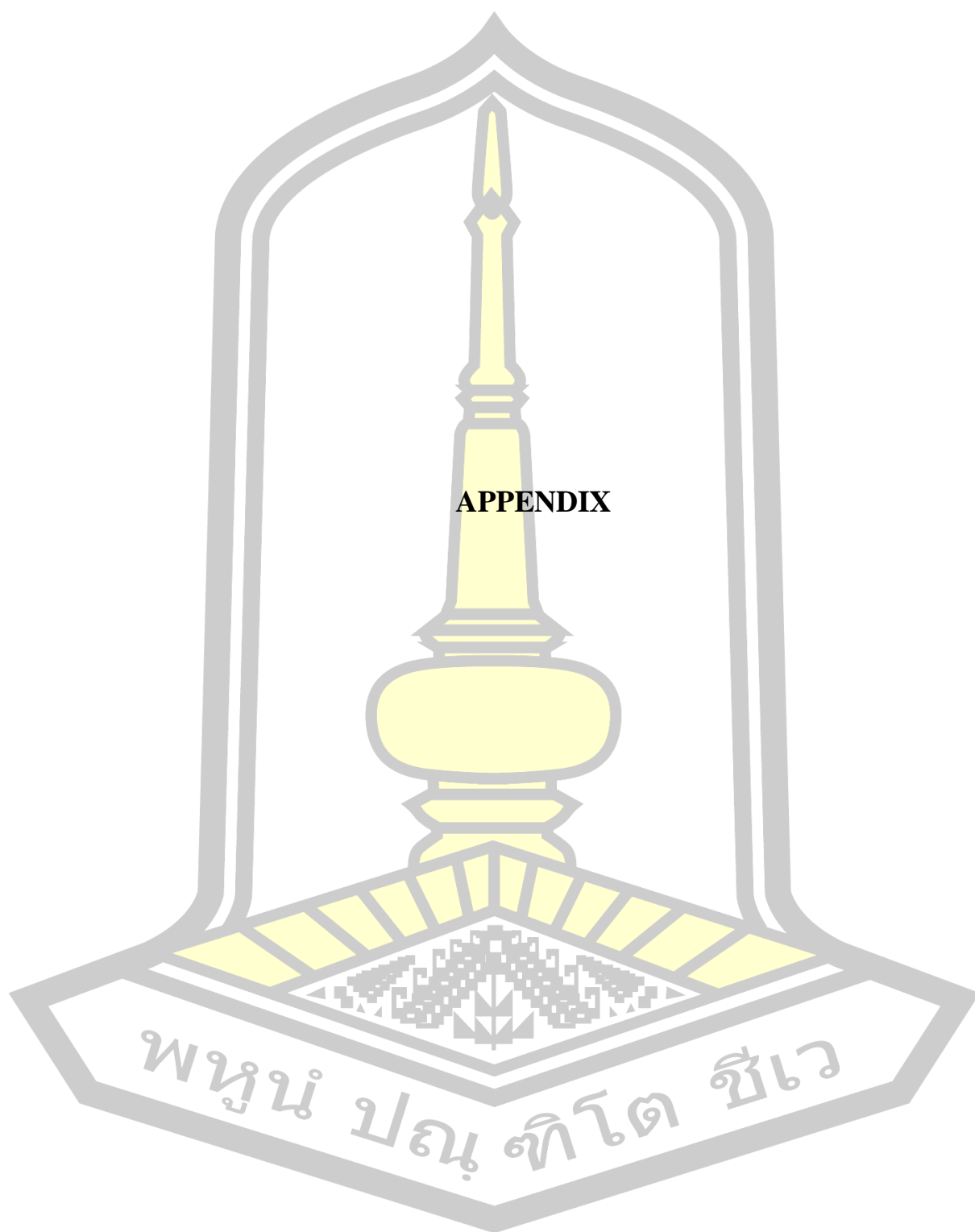


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Cultural Heritage Conservation And Cultural Tourism Resources in Yaowa Village, Luoyang City

(For Key Informants)

1. Basic information

Name (Mr. \Mrs. \Miss.) : Age :

Interview site : Date..... Month..... Year

2. Relevant contents of cultural heritage protection of Yaowa Village

2.1 What do you think of the current status of cultural heritage protection in Yaowa Village

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2.2 What do you think is the importance of protecting the cultural heritage of Yaowa Village?

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2.3 From your professional point of view, how do you think the cultural heritage protection of Yaowa Village is progressing compared with other villages?

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.....

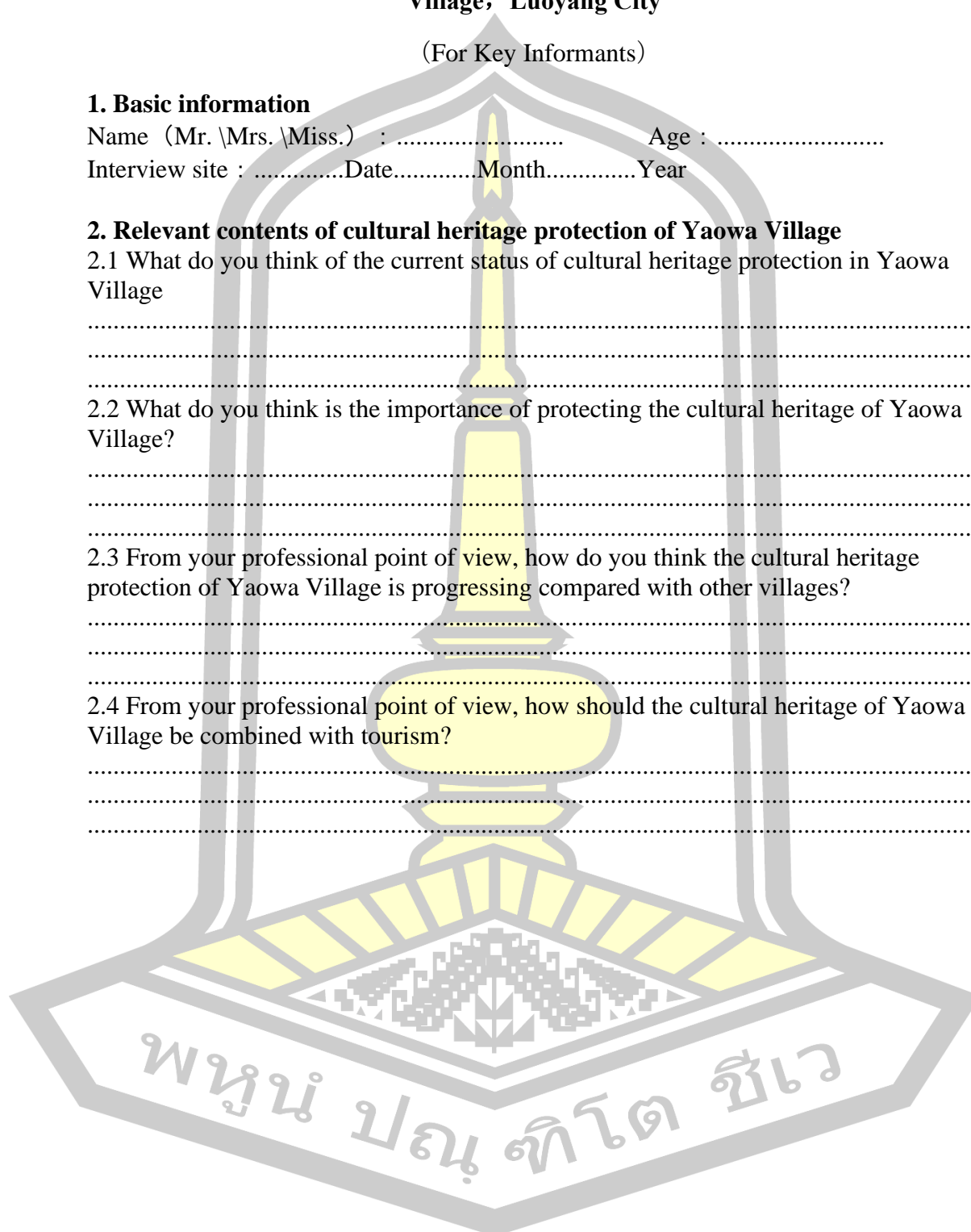
.....

2.4 From your professional point of view, how should the cultural heritage of Yaowa Village be combined with tourism?

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.....



**Cultural Heritage Conservation And Cultural Tourism Resources in Yaowa
Village, Luoyang City**
(For Local Villagers)

1. Basic information

Name (Mr. \Mrs. \Miss.) : Age :

Interview site : Date..... Month..... Year

2. Relevant contents of cultural heritage protection of Yaowa Village

2.1 What do you think of the current status of cultural heritage protection in Yaowa Village

.....

.....

2.2 What do you think is the importance of protecting the cultural heritage of Yaowa Village?

.....

.....

2.3 Are you willing to let your children learn to inherit cultural heritage?

.....

.....

2.4 What cultural heritage do you think can be developed into tourism projects

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.....

3. Relevant contents of tourism resource development in Yaowa Village

3.1 Do you currently rely on the tourism industry in Yaowa Village or go out to work as your source of income?

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.....

3.2 If you are currently engaged in the tourism industry, are you satisfied with your current economic income?

.....

.....

3.3 In your opinion, if the cultural heritage of Yaowa Village is to be protected and tourism developed, which one is more important, the government, the villagers or the enterprise ?

.....

.....

**Cultural Heritage Conservation And Cultural Tourism Resources in Yaowa
Village, Luoyang City
(For Tourists)**

1. Basic information

Name (Mr. \Mrs. \Miss.) : Age :

Interview site : Date..... Month..... Year

2. Relevant contents of cultural heritage protection of Yaowa Village

2.1 What do you think of the current status of cultural heritage protection in Yaowa Village

.....

.....

.....

2.2 What do you think is the importance of protecting the cultural heritage of Yaowa Village?

.....

.....

.....

2.3 Which part of cultural heritage do you care most about? Educational? historic? Ornamental?.....

.....

.....

.....

2.4 What cultural heritage do you think can be developed into tourism projects

.....

.....

.....

3.Relevant contents of tourism resource development in Yaowa Village

3.1 Are you satisfied with the supporting facilities of tourism resources in Yaowa Village?

.....

.....

.....

3.2 What tourist facilities in Yaowa Village do you think can be further improved?

.....

.....

.....

3.3 In your opinion, if the cultural heritage of Yaowa Village is to be protected and tourism developed, which one is more important, the government, the villagers or the enterprise ?

.....

.....

.....

Name of Interviewee

Experts&Government managements		
Name	Age	Occupation
Junbo Yang	46	Professor
Feng Mao	43	Professor
Jinlong Cheng	52	Professor
Chengwu Yang	63	village party secretary
Weiliang Wang	47	village head
Local Villagers		
Junjie Li	45	Local Villagers
Yulong Shang	62	Local Villagers
Xiaorui Ge	60	Local Villagers
Junkang Guo	62	Local Villagers
Bingyu Han	53	Local Villagers
Xinyue Huang	55	Local Villagers
Xiaoyi Jin	52	Local Villagers
Meimei Liang	62	Local Villagers
Yan Liu	38	Local Villagers
Xiaofang Wang	28	Local Villagers
Customers		
GuihengZhang	26	Student
Hongli Bi	55	Free-Lancer
DuoduoMao	42	Worker
Yitong Zhu	43	Teacher
Shuailong Wang	36	Worker
BogeMa	28	Businessman
Mengyang Cheng	38	Worker
Xingpu Fu	33	Worker
Ruiyi Zhang	52	Businessman
Haojie Zhang	46	Free-Lancer
Yupeng Lin	48	Worker
Manlu Fan	42	Free-Lancer
Zongyuan Zhang	57	Worker
Yuexiao Wang	41	Businessman
Menghan Zhang	23	Student
Guiheng Zhang	49	Free-Lancer

BIOGRAPHY

NAME	Ms.Chenxi Tao
DATE OF BIRTH	January 05, 1994
PLACE OF BIRTH	Henan Province, China
ADDRESS	No. 502 Unit3, Building 16 Jun'an village, Jianxi District, Luoyang City, Henan Province
POSITION	Teacher of Tourism
PLACE OF WORK	Luoyang Vocational College of Science and Technology , No. 1 Xueyuan Road, Luoxin Industrial Cluster Area, Luoyang City, Henan Province
EDUCATION	2012 Luoyang No.1 Middle School, High school 2016 Luoyang Normal University,bachelor's degree 2023 Luoyang Vocational College of Science and Technology ,teacher 2023 Master of Arts Degree in Cultural Science (M.A) Major in Cultural Science Mahasarakham University in Thailand
Research grants & awards	-
Research output	-

