

Research on Revitalization and Utilization Mode of Traditional Villages Based on Assessment of Development Potential

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ABSTRACT: In the context of rural revitalization strategy and a new round of national land space and rural planning, the protection and development of traditional villages are gradually transitioning from the original “protection-centered” principle to a new idea of revitalization and connotation development and protection. In this study, the development potential of traditional villages in Foshan, Guangdong Province, was assessed, based on which six development types and relevant development strategies were proposed systematically to solve the current contradiction between development and protection of traditional villages. Moreover, a case study based on Hewu Village was conducted, aiming to provide references for the operability and characteristic revitalization and utilization of traditional village planning.

KEY WORDS: assessment of development potential; traditional villages; revitalization and utilization; mode; Hewu Village

Introduction

Traditional villages in China constitute the largest collection of architectural cultural heritage in the world and form an essential component of traditional Chinese culture. Protecting traditional villages, inheriting historical culture, revitalizing, utilizing, and guiding the sustainable development of traditional villages is not only an international academic frontier and hot issue in cultural heritage protection, but also a major strategic need to inherit historical context and enhance national cultural confidence. The main development difficulties currently facing traditional villages are how to make use of current protection policies and mechanisms to revitalize and utilize tradition-

al villages in practice, thereby driving their development and revitalization, and how to understand the development status of traditional villages themselves and propose specific strategic measures for revitalization and utilization in a distinctive and operational manner.

There are currently abundant research results on the protection and development of traditional villages. In terms of the protection and development of traditional villages, foreign research began early, focusing on the production and living styles of villagers in traditional villages, architectural preservation, landscape environment, and tourism development, among other aspects, from the perspectives of social fairness and justice, as well as cultural heritage [1-3]. For example, Spanish scholar Peter M.

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Burns (2003) found that sustainable tourism has a positive impact on the cultural heritage, economic development, and environmental protection of traditional villages [3]. Domestic research primarily evaluates the value of villages, studying settlement patterns, spatial forms, tourism development, and cultural heritage of traditional villages from the perspective of village value and tourism development benefits, taking into account both protection and development. For example, in terms of conservation, Liang Buqing (2016) proposed a series of approaches for protecting the intangible cultural bearing space of traditional villages. These include sustaining the cultural connotation of bearing space through community building, clarifying the components of bearing space via holistic conservation, and preserving the form of such spaces through authenticity-based protection measures[4]. In terms of tourism and development, Kong Xiang (2019) proposed that we should not only develop traditional village tourism space under the community participation mode, but also pay attention to the scientific guidance of local governments and the introduction of external talents, capital, technology, etc. to promote the creative transformation of excellent traditional culture and rural revitalization [5]. In terms of development strategy, Sun Yingkui (2019) proposed specific strategies for the protection and renewal of ancient villages in Xinjiang, namely, “managing water and protecting forests”, “combing veins into networks”, “setting up sites in different areas”, and “repairing houses and restoring scenery” [6].

Meanwhile, there has been relatively little research that simultaneously addresses both the assessment and revitalization of traditional villages. The assessment of traditional villages is primarily based on protection, with a focus on evaluating the effectiveness of protection implementation, assisting in the declaration of traditional villages, and assessing their comprehensive value. In terms of revitalization and utilization, the dominant approach remains single-mode reuse through tourism development. For example, Su Nan (2018) evaluated the protection of historical and cultural towns and the implementation of urban planning, summarized the problems in the protection plan, and proposed targeted suggestions for revising it [7]. Li Erwei (2019) developed an evaluation system cen-

tered on the protection potential of historical and cultural villages and towns, proposing strategies for planning and management methods tailored to their unique characteristics, practical issues, and evaluation outcomes [8]. Wang Shujia (2013) proposed a tourism development and protection strategy for Huizhou ancient villages from the perspective of community building, focusing on four aspects: internal foundation, catalytic power, external environment, and potential obstacles [9].

In summary, existing research on the revitalization and utilization of traditional villages is mostly problem- and goal-oriented, and mainly proposes strategic recommendations based on case studies. In terms of traditional village protection, assessment methods, and utilization strategies, previous studies have provided a research basis for assessing the development potential of village development and for revitalization and utilization strategies. However, there are fewer studies on the development potential of traditional villages and systematic, characteristic revitalization and utilization strategies. Therefore, this paper constructs a development potential assessment system, selects traditional villages in the Guangzhou-Foshan area as research samples, and examines the differences and problems of village development from a regional perspective. It systematically proposes development types along with revitalization and utilization strategies. Through the case study of Hewu Village, this paper explores the balance between the development and protection of traditional villages, proposes a distinctive revitalization and utilization strategy, and provides a reference for the protection and development practice of traditional villages.

1 Assessment of the development potential of traditional villages

1.1 Objectives and methods of assessing the development potential of traditional villages

The development potential assessment system for traditional villages, as presented in this paper, is based on the development evaluation of ordinary villages, supplemented with relevant factors for assessing the characteristic value of traditional villages, with the aim of protecting the cultural heritage resources of these villages. It clarifies the resource status, available factors, and objective limiting factors, and develops a com-

prehensive assessment system to evaluate the development potential of traditional villages.

Currently, the commonly used methods for determining indicator weights include the hierarchical analysis method, the fuzzy comprehensive evaluation method, and the information entropy method. Based on the research foundation from the relevant literature review of the rural assessment system and the traditional village value assessment needs of this study, the author performed a comprehensive scoring on a 10-point scale with input from experts, relevant research scholars, and the traditional village research team.

1.2 Construction of the development potential assessment system

First, a hierarchical structure for the assessment system was established as a three-level framework, drawing on the assessment framework for rural development proposed by numerous relevant scholars. Secondly, the selection of assessment factors is based on the basic require-

ments and typology of village revitalization and development. It refers to the rural development assessment factor system constructed by five scholars including Yang Xiu, Zheng Xingming, and Luo Yi [10-12], combined with the *Traditional Village Evaluation and Recognition System (Trial)* and *China's Historical and Cultural Towns and Villages Evaluation Index System*, and integrated with village grassroots data to preliminarily construct the first, second, and third-level factor sets. After consulting with multiple experts and making repeated revisions and adjustments, the final assessment system for the development potential of traditional villages was determined (Table 1).

2 Analysis of the revitalization and utilization of traditional villages

This paper selects 14 traditional villages in the Guangzhou-Foshan area as samples for assessing their development potential. It explores the types of revitalization and utilization of traditional villages based on the assessment of their development potential and development conditions.

Table 1 Assessment factor system of development potential of traditional villages

First-level factor	Second-level factor	Third-level factor	Interpretation
Environment	Natural environment	Ecological environment	Vegetation coverage, terrain undulation, and soil fertility
		Water environment	Correlation between site selection and river bodies
		Natural disasters	Frequency and severity of natural disasters such as floods, waterlogging, typhoons, and geological hazards
	Built environment	Geographical location	The development connection and spatial location relationship between villages and town centers
		Transportation accessibility	Level and quantity of interconnecting transportation facilities
		Planning authenticity	The degree to which the village site selection and village layout restore traditional life-style, and the comprehensive value it reflects
		Built style	The village texture, street scale, spatial pattern, and architectural style reflect the imprint of the times
		Landscape environment elements	River systems, feng shui forests, memorial archways, wells, and other living landscape elements
		Settlement pattern	The integrity of traditional overall morphological features
		Infrastructure	Production and living infrastructure
		Educational facilities	Spatial location and educational quality of primary schools and kindergartens
Culture	Tangible heritage	Tangible cultural heritage	The number and cultural value of immovable and movable cultural heritage
		Historical architectural value	The overall shape, architectural structure, detailed decoration, size, etc., of the existing traditional buildings (groups) reflect the construction level and artistic value
	Inheritance of intangible cultural heritage	Intangible cultural heritage	Revitalization, inheritance, and development of intangible cultural heritage
		Continuity of traditional customs	Residents' continuation of traditional living customs

(Continued)

First-level factor	Second-level factor	Third-level factor	Interpretation
Economy	Economic income	Tourism development benefits	Annual tourist arrivals and tourism revenue
		Rural production benefits	Comprehensive income from agriculture, fruit trees, etc.
		Common prosperity degree	Industrial driving force and rural industrial scale
		Income per capita of rural residents	Annual income per capita of village residents
	Industry development	Agricultural industrialization level	The degree of modernization and efficiency of agriculture
		Economic and industrial diversification	The degree of integration of the primary, secondary, and tertiary industries
Society	Rural governance	Village social order	Villagers' conventions and village self-government organizations
		Management mechanism	Completeness of relevant management mechanisms for rural governance
		Rural governance	The degree of public participation in rural governance and construction
		Degree of informatization	The degree of completion of the Internet, information service institutions, and service modes
	Population concentration	Population Density	Rural density of permanent rural residents

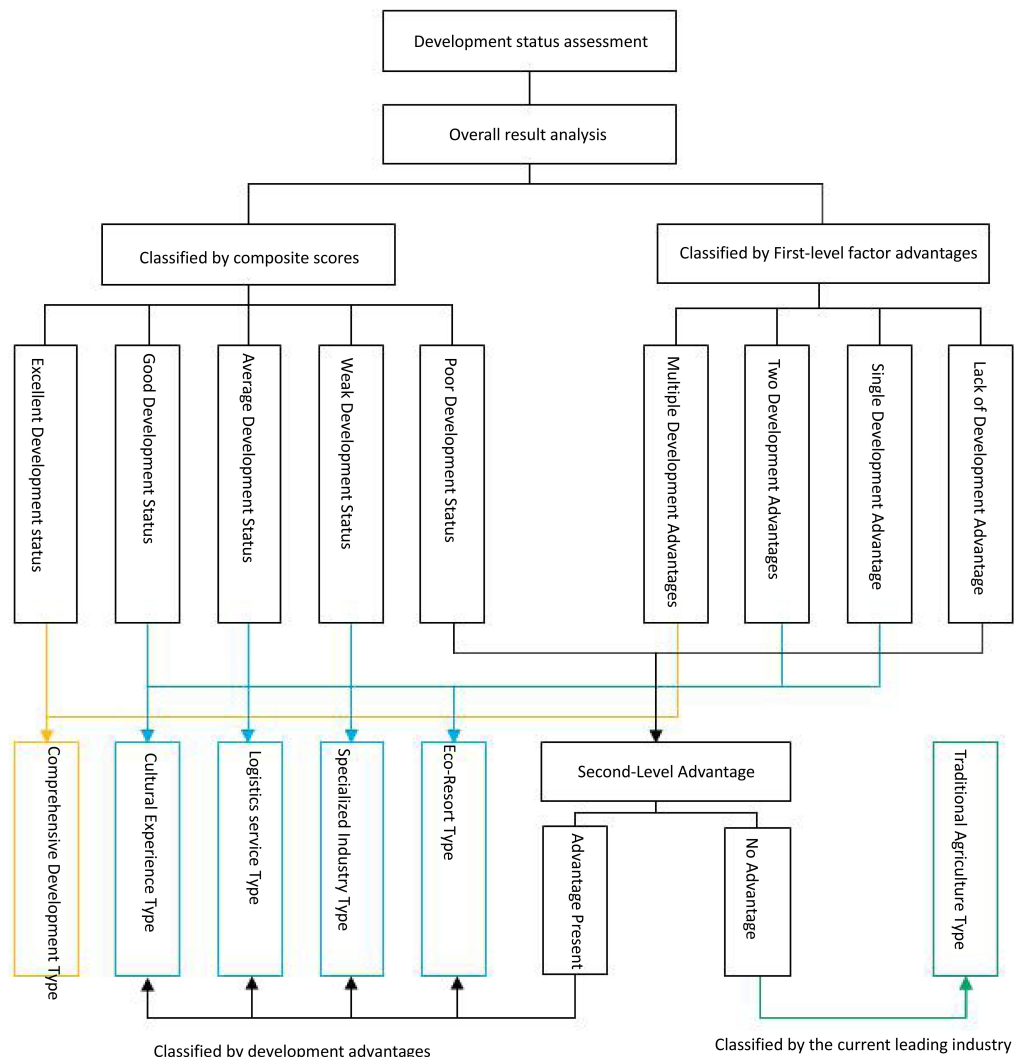


Figure 1 Conceptual diagram for classifying the development types of traditional villages

2.1 Classification of characteristic development types

Traditional villages are divided into six types of revitalization and utilization based on their development potential (Figure 1). Comprehensive development type traditional villages are villages with good comprehensive development and multiple development advantages in the first and second-level factors. Among them, villages with good, average, and weak development potential are classified based on the single or dual development advantages they possess in the first and second-level factors. They are

categorized as cultural experience type, logistics service type, specialized industry type, and eco-resort type. Villages with poor comprehensive assessment results, limited development potential, and a lack of development advantages in the first and second-level factors are defined as traditional agriculture type.

The 14 sample traditional villages were categorized into different types based on their outstanding development advantages and corresponding revitalization and utilization strategies (Tables 2 and 3).

Table 2 Assessment factor system of development potential of traditional villages

Type	Outstanding development advantages	List of villages	Village type
Single type	Environment	Daling Village, Madong Village, Yanqiao Village	Eco-resort type
	Natural environment	Gangtuo Village	
	Economy	Shajiao Village	Specialized industry type
	Society	Songtang Village	Logistics service type
Composite type	Environment + Culture	Langtuo Village	Cultural experience type
	Culture + Economy	Gualing Village	
Comprehensive type	Environment + Culture + Economy + Social	Fengjian Village	Comprehensive development type
	Culture + Economy + Society	Shawan North Village, Bijiang Village	
Lagging type	None	Huangxi Village, Libian Village	Traditional agriculture type

2.2 Development strategies for various traditional villages

Based on the assessment of development potential, traditional villages are classified, and planning recommendations are proposed for multiple types of revitalization and utilization projects and strategies.

(1) The core development strategy of eco-resort type traditional villages is to effectively transform ecological resource advantages into economic benefits, build tourism-oriented agricultural ecological demonstration areas, develop ecological agricultural tourism, and enhance economic benefits.

(2) Cultural experience type traditional villages are rich in tangible and intangible cultural heritage. They should be guided to become culturally experience-oriented and culturally confident villages with the help of their valuable cultural heritage and good development foundation.

(3) Specialized industry type traditional villages have advantages in economic development. The existing indus-

tries have had some market advantages. Compared to other tertiary industries, they have stronger and more easily implemented development potential and practical capabilities.

(4) Logistics service type traditional villages have limited development potential in terms of geographical location, transportation accessibility, and other resources, and maintain weak connections with surrounding towns. However, they exhibit strong internal social development, with a harmonious and stable village environment, making them suitable for developing service industries to support and complement nearby urban areas.

(5) Comprehensive development type traditional villages have resource advantages, ample development flexibility, and remarkable ability to adapt to changes in market rules. Village development combines market demand with the organic combination and coordinated utilization of its resource elements to develop comprehensive and diversified traditional villages.

(6) Traditional agriculture type traditional villages rely on a single industrial structure centered on agricultural

a certain extent, drive the development of traditional agriculture towards greater scale, modernization, and smart development.

Development type	Proposed project	Recommendations for revitalization and utilization strategy	Distribution map
Eco-resort type	Rural agricultural projects with natural ecological environment characteristics, such as rural complexes, rural health resorts, ecological organic farms, ecological agricultural park projects, ecological circular agricultural projects, and ecological agricultural tourism	Rationally delineate the structural layout and zoning to conserve the ecological pattern fully; revitalize and utilize and inherit cultural heritage to create high-end resorts and health resorts; weave village textures and facilities to create vibrant public spaces; guide multi-party participation and win-win situations; improve relevant management conventions	<p>Classified by development types:</p> <ul style="list-style-type: none"> Eco-resort type Specialized industry type Logistics service type Cultural experience type Comprehensive development type Traditional agriculture type
Specialized industry type	Based on its industrial foundation, it will explore and build an industrial economic leader with core market competitiveness, and cooperate with related industries such as finance, tourism, environmental protection, health, fashion, and high-end equipment manufacturing to develop into an industrial demonstration base with unique characteristics and large-scale production.	Root in the countryside and integrate resources; explore markets and formulate plans; identify local characteristics and systematize industries	
Logistics service type	Special service market points include health and wellness, art parks, rural education and training, catering facilities, and rural homestays, among others.	Coordinate regionally and develop infrastructure; serve urban economies and enrich rural lifestyles; leverage surrounding advantages and enhance development momentum; improve service facilities and build an integrated system	
Cultural experience type	Homestay experience park, folk culture festival, traditional culture museum, characteristic cultural education base, Zen meditation hall, leisure farm, and other projects	Reconstruct cultural resources and reorganize spatial experience; explore cultural characteristics and derive cultural industries	
Comprehensive development type	Special service market points include health and wellness, rural education and training, catering, and rural homestay, among others.	Plan spatial structure with both rigidity and flexibility; consolidate land and regulate functions; enhance environmental remediation and improve the service infrastructure system; attract resource inflow and establish a shared governance mechanism	
Traditional agriculture type	Smart agricultural industrial park, e-commerce farm, specialty agricultural product market, modern agricultural park, ornamental farmland, ornamental seedlings, flower display areas, etc.	Promote agricultural intensification and advance agricultural modernization; Encourage clustering and enhance villagers' participation awareness; Integrate agriculture with tourism and pursue differentiated development	

ges” list in 2013. There are four existing county-level cultural relics protection sites. Hewu Village has the rural regional structure characteristics of “river-forest-village-field-mountain” and is rich in natural resources. The current registered population is 1,513 people, comprising approximately 311 households. The situation of “aging” and “hollowing out” is quite serious. The industrial structure is relatively backward, with the dominant economic industries being traditional agriculture, rice cultivation, small-scale fruit farming (including longan, lychee,

and citrus), and poultry farming (including chicken and duck). The team has been tracking and studying Hewu Village since 2012. There is a strong sense of ownership and willingness for collective transformation.

3.2 Assessment and analysis of the development potential of Hewu Village

3.2.1 Results of the assessment of the development potential of Hewu Village

Based on multiple on-site surveys and fundamental data analysis of Hewu Village, the comprehensive development potential of Hewu Village was evaluated using the

Table 4 Assessment score table for the development potential of Hewu Village

First-level factor	Environment										Culture		
Second-level factor	Natural environment			Built environment							Tangible heritage		
Third-level factor	Ecological environment	Water environment	Natural disasters	Geographical location	Transportation accessibility	Planning authenticity	Built style	Landscape environment elements	Settlement pattern	Infrastructure	Educational facilities	Tangible cultural heritage	Historical and architectural value
Score	8	7	8	3	7	5	4	3	6	5	1	5	5
First-level factor	Culture			Economy							Society		
Second-level Factor	Inheritance of intangible cultural heritage		Economic income				Industry development		Rural governance				Population concentration
Third-level factor	Tangible cultural heritage	Continuity of traditional customs	Tourism development benefits	Rural production benefits	Common prosperity degree	Income per capita of rural residents	Agriculture Industrialization level	Economic and industrial diversification	Social orders in rural areas	Management mechanism	Rural governance	Degree of informatization	Population density
Score	5	6	1	1	4	6	3	5	4	5	5	5	2

Note: The higher the score, the lighter the color; the lower the score, the darker the color.

(1) Environment

From an environmental perspective, Hewu Village has a favorable natural environment and is renowned as the “First Bay of Zengcheng.” It has good water quality and abundant water, a superior ecological environment, flat terrain, and a high forest coverage rate. Therefore, the natural environment has become the main advantage for the revitalization and utilization of Hewu Village. In terms of the built environment, Hewu Village is located at the northernmost end of Zhengguo Town, a certain distance away from the town center. However, it is conveniently located near the provincial road and has the Guanghe Expressway entrance and exit nearby, so traffic accessibility is relatively good. The Wuben Hall in Xinwei Village has

traditional village development potential assessment system constructed earlier in this article. Each third-level factor is ranked according to its degree of excellence and scored on a 10-point scale, with 10 being the best. The scoring results are shown in Table 4.

3.2.2 Assessment results analysis

According to the assessment results of Hewu Village's development potential, the scores in terms of environment and culture are average, the level of social development is weak, and economic development is poor. The following is a detailed analysis of the second-level factors:

been repaired. The other four natural villages are hollow villages, with most of the buildings severely damaged, and the surrounding residential areas are arranged in a comb-like pattern. The newly built buildings are relatively modern in style, which has a certain impact on the overall layout and appearance of the settlement.

(2) Culture

From a cultural perspective, there are four county-level cultural relics protection sites in the village. The spatial layout, structure, and materials have maintained their original style. Among them, the Wuben Hall from the Republic of China period is a Cantonese three-courtyard ancestral hall integrating both Hakka and Cantonese cultural elements. The building is well preserved and has been

fully renovated, providing a solid foundation for the revitalization and utilization of village spaces. The intangible cultural heritage in the village primarily comprises folk festivals and special local celebrations, as well as the cultural traditions of Wuben Hall and Xianggu Temple. Among them, each village has the custom of returning home for dinner during traditional folk festivals. Special celebrations include the Buddha's birthday on the ninth day of the fifth lunar month, the Xianggu's birthday on the seventh day of the third lunar month, and the Fish Lantern Dance Festival on the Mid-Autumn Festival, among others. The overall traditional folk inheritance is average, and there is potential for revitalization and utilization.

(3) Economy

From an economic perspective, Hewu Village is a poor village with a relatively weak overall economy and a backward industrial structure. The dominant industry is agriculture, and the main cash crops are rice, fruits, and vegetables. The primary source of economic income is fiscal subsidies. Currently, the village has farmhouses and homestay hotels, but the tourism benefits are limited and have not significantly contributed to driving the economy.

(4) Society

From the perspective of social development, Hewu Village has a villagers' convention but no autonomous organization. From on-site surveys and interviews, we learned that the villagers of Hewu Village have a low level of trust in the village committee, which has led to numerous conflicts and disputes, a relatively poor overall social order, and low public participation. In addition, serious population loss has led to the phenomena of "aging" and "hollowing out". The current permanent population is half of the registered population, with only 700 people, and the overall village population density is relatively small.

From the above, it can be seen that the first-level factor development advantage item is the environment, and the second-level factor development advantage item is the natural environment. According to the classification of traditional village development, this type of traditional village, with an outstanding natural environment, is suitable for development into an eco-resort type traditional village. It could be considered to develop into a traditional village

where tourism and vacation activities serve as drivers of cultural preservation and overall economic development.

3.3 Revitalization and utilization strategy for Hewu Village

3.3.1 Development positioning

Combined with the classified development strategy of the classified development assessment research in this article and the overall tourism development plan of Zhengguo Town, the development of Hewu Village is positioned as: taking "Zengcheng's First Bay" as the image card of Hewu Village's tourism development, relying on rich natural ecological resources, modern agriculture and historical and cultural resources, Hewu Village will be built into a situational eco-resort type traditional village integrating leisure sightseeing, recuperation vacation, creative agriculture and cultural experience.

3.3.2 Specific strategies for revitalization and utilization

(1) Rationally delineate the structural layout and zoning to conserve the ecological pattern fully

1) Protect and utilize the ecological environment and village landscape elements

Based on the natural ecological pattern of "river-for-est-village-field-mountain" in Hewu Village, the ecological environment is divided into three parts: natural mountains, water bodies, and natural vegetation, for targeted protection and utilization. The core landscape elements of feng shui forests within the traditional settlement texture are being protected and enhanced. At the same time, the groundwater system, centered around a feng shui pond in Hewu Village, is being dredged and upgraded to fully conserve the regional ecological pattern.

2) Rationally construct a planning structure based on the ecological pattern

According to the ecological pattern and development context of the village area, the village is divided into a spatial structure of "two axes and four cores" from the perspectives of ecological conservation and service development (Figure 2). "Two Axes" refers to taking ecological conservation as the core, making full use of natural resources and scenic views to create an ecological development axis with ecological scenarios, and connecting the Zengjiang waterfront landscape belt along the main road into the village, creating a characteristic

riverside service axis by reorganizing and reallocating village land and revitalizing public spaces. The “four cores” refer to the characteristic village service center, the ecological health resort center, the flower field and water stream tourism center, and the mountain rest and sports center. The characteristic village service center refers to a leisure support center with farmhouses, family homestays, etc., created by villagers through revitalizing and utilizing self-built houses and idle traditional “hollow villages”; the ecological health resort center utilizes the overall packaging and revitalization of the “hollow village”

(Tangdeng Village), combined with the geothermal resources of Hewu Village, to create a high-end ecological hot spring health resort center; the flower field and water stream tourism center makes use of the ecological resources of Pipazhou and the planting of large areas of peonies and seedlings as an opportunity to create a rural ecological tourism center with conservation and sightseeing value; the mountain rest and sports center utilizes the characteristics of the gentle sloping and continuous forested terrain of Changling Mountain in Hewu Village to set up some temporary rural rest stations, hiking trails, and mountain biking paths.



Figure 2 Planning structure diagram of Hewu Village

(2) Revitalize and inherit cultural heritage, and create high-end and health resorts.

1) Delineate protection zones and revitalize dilapidated and hollow villages.

According to the method of demarcating the protection scope of cultural relics protection units in relevant regulations, the protection scope of Hewu Village is demarcated using the village as the basic unit. Core protection areas, construction control zones, and environmental coordination areas are delineated based on the value of the cultural heritage. Under the premise of zoning protection, efforts have been made to upgrade and revitalize the inactive hollow villages (Table 5). In combination with the relatively independent traditional settlements in the Tangdeng area, private gardens and hot spring pools are established to create a tranquil, meditation-and ecology-themed resort and wellness base. In combination with the core protection areas of traditional settlements in the Dawei and Getang areas, appropriate changes and adjustments are made to the courtyard and shop spaces, gathering square spaces,

streets, and node spaces to enrich the multi-level and diverse character of traditional spaces. At the same time, the functions are combined with farming culture, traditional handicrafts, and local specialties. Make full use of the advantages of commercial streets in gathering people and adding vitality to the entire village. Combining the original private schools, incense halls, and other public buildings in the Xinwei area, a tourist area with farming culture experience as the core is developed to provide tourists with traditional farming culture activities and training and education lectures on folk customs and practices, while also preserving traditional craft records for villagers, including Chinese studies classrooms, a textile handicraft museum, a bamboo art workshop, a craft workshop, a food culture school, farming experience, and other projects.

2) Activate the public space and inherit the folk culture

The plan proposes designing public spaces with care, fully considering the relationship between spatial connotation and tourists' experiential needs. It takes the folk cus-

toms and activities of Hewu Village as a backdrop, focusing on creating landscapes around traditional village space nodes and integrating traditional functional projects, aiming to enhance the vitality of Hewu Village while preserving its excellent folk culture. Additionally, it seeks to

organize and explore the relevant traditional intangible culture at the Zengcheng District level (Table 6) and incorporate it into the rural characteristic industrial chain through various means such as documentary records, local documents, multimedia displays, and folk experiences.

Table 5 Upgrading and revitalization of important traditional settlements in Hewu Village

Partition	Bird's eye view	General plan	Functional zoning diagram
Tangdeng Area			
Dawei and Getang Areas			
Xinwei Area			

Table 6 Suggested exhibition items of intangible cultural heritage

Type	Project	Content
Folk art	Handcrafted art	Zengcheng olive carving and Xintang folk paper-cutting
	Drama and opera	Hakka folk songs
	Folk dance	Fire Dog Dance, Hakka Pixiu Dance, Hakka Spring Ox Dance
Traditional food	—	Water lily herbal tea, wontons
Folk beliefs and related activities	—	Traditional folk festivals and activities include the Spring Festival, Lantern Festival, He Xiangyu's Birthday, Cowboy Buddha's Birthday, the She ethnic group's worship of Pan Wang, meeting scenes, Dragon Boat Festival dragon boat scenes, hanging happiness lanterns, the Mid-Autumn Festival, and New Year's Eve.

(3) Weave village textures and facilities to create vibrant public spaces

Based on maintaining the authenticity of the village's texture, village facilities will be repaired, and rural public service facilities will be improved through micro-transformations to enhance the vitality of rural development.

The waterfront square node is renovated by combining traditional texture elements of the village's feng shui pond. Along the layout of the feng shui pond in Hewu Village, four squares, namely Xinwei Village Exhibition Square, Dawei Village Leisure Square, Getang Village Sports Square, and Shijie Village Square, were selected for

node design. Among them, Xinwei Village Square is located in the core protection area and is a relatively important node. It is accompanied by municipal-level cultural relics protection units such as the incense hall and Wuben Hall, and is planned to be the core exhibition node for future tourism. The squares of Dawei and Getang Village already have the layout of “pond + square + ancestral hall enclosure”, and the design method is to transform the existing situation. Shijie Square itself does not have the corresponding pond enclosure layout, but it is located at an important node connecting the riverbank with Xinwei, Getang, and Dawei. Therefore, it is rebuilt to create a new “feng shui pond + square” layout (Figure 3).



Figure 3 Revitalization of important public nodes in Hewu Village

(4) Guide multi-party participation in win-win situations, and improve relevant management conventions

Hewu Village adopts a community-building approach [13] in which the systems and mechanisms related to rural development—such as infrastructure, living environment, cultural revitalization, and the conservation of traditional settlements—are reasonably distributed among key stakeholders including the government, enterprises, and villagers, allowing them to share responsibilities and engage in collaborative management. Utilize the government’s administrative management capabilities and collective coordination capabilities to provide necessary institutional guarantees and policy preferences, based on the entry of the Hewu Village project, to attract corporate capital and support from corporate technology. At the same time, reasonably formulate a management mechanism for rural autonomy and encourage villagers to participate in rural development actively. Guide the joint participation of collec-

tives, enterprises, and farmers, and jointly participate in the development and construction of rural ecological resorts through the forms of land, capital, management, and labor. For example, Wanjia Hostel (Julongzhuang, Hewu Village), which is currently developed and managed by a private enterprise, is one of the first seven four-star farmhouses in Guangzhou (there are no five-star ones yet). There are 4-5 four-star in Zengcheng, and only one in Zhengguo. 90% of the employees in Julongzhuang are local villagers. They not only provide jobs for Hewu Village, but the long-term land rent is also the primary source of income for the Hewu Village collective.

Reflection and conclusion

In the context of rural revitalization in the new era, the protection of traditional villages has achieved excellent results. However, in the process of rapid urbanization, measures for revitalizing and utilizing traditional villages should be adjusted promptly to adapt to the times. The revitalization and utilization of traditional villages are not merely for their own “vitality” and “utility”, but should be based on the development and evolution of these villages, from broad to deep, from regional coordination to individual analysis, to truly realize the use value and development significance of traditional villages while inheriting their historical and cultural characteristics and preserving their spiritual identity.

Based on the assessment of development potential, this article selects traditional villages in the Guangzhou-Foshan area as research samples, establishes a scientific correspondence between the development potential and development types of different traditional villages, and categorizes them into six types. It then formulates revitalization and utilization strategies for each type. Taking Hewu Village in Zengcheng as an example, this article attempts to apply the traditional village development potential assessment system to a single actual project. Based on the evaluation results and a comprehensive analysis of the regional context, the development strengths and limiting factors of Hewu Village are identified. Accordingly, an appropriate revitalization and utilization mode, along with corresponding guidance strategies for its specific develop-

ment type, is selected to support the formulation of a comprehensive revitalization plan for the entire village. Provide specific methods and theoretical references for the revitalization, utilization, and implementation guidance of traditional villages. The practical revitalization and utilization of traditional villages will face numerous technical and phased challenges, so specific practical cases are needed to support and enhance the completeness and scientific rigor of both theories and revitalization strategies.

Sources of figures and tables:

Figure 3: Drawn by Deng Yuqing;

Table 5: Jointly drawn by the authors and team members;

Allother figures and tables were drawn by the authors.

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