



Exploring the Endogenous Development Model  
of Rural Areas Based on Tourism Background,  
take Wuyuan as an example.

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**Title:** Exploring the Endogenous Development Model of Rural Areas Based on Tourism Background, take Wuyuan as an example.

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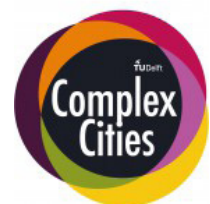
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Finally I want to thank my parents, they are always supportive about my decision and care about me.





## Abstract

The question explored in this thesis is how to use the cultural dimension of the countryside with a community-based approach to help the rural endogenous development under the background of the urban-rural dual economic differentiation caused by China's rapid urbanization. Giving an alternative possibility to the current top-down tourism model which emphasizes the role of government and developer, marginalizes local people and causes damages to local environment, searching for the path to generate inclusive benefits for local community.

The knowledge gap to be emphasized in this paper lies in the feasibility of CBT (community-based tourism) in China's top-down planning system in the face of various threats in rural development, including labor loss, lack of skills, backward facilities etc. In this process, it also explored the potential of creating economic growth in the rural landscape that contains China's traditional culture for thousands of years, the spatial form that can be generated by the endogenous development model based on community value and hence promoting socio-economic sustainable development in Chinese rural area.

Key words: CBT; China's rural area; Cultural dimension; Endogenous development





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Image1.1-1: Rural scenery of Wuyuan  
Source: Google Picture

## MOTIVATION



Image1.1-2: Chinese night light map  
Source: Google Picture

“China was and still is the biggest agrarian society by population in the world, and the challenge of rural social and economic development has always been the first and foremost issues for Chinese governments to address” (Chen,1997).

This work comes from the concern of the vulnerable groups and regions in the process of urbanization in China. For decades, China’s rural areas have been making sacrifices for the development of big cities. And this process finally resulting in a pattern of urban-rural division.

Agriculture, rural areas, and peasants are still the main focus of Chinese government because of the fact that compared with Western countries, China’s urbanization road still has a long way to go and the success of China’s economic modernization depends largely on rural economic development (2010, Su).

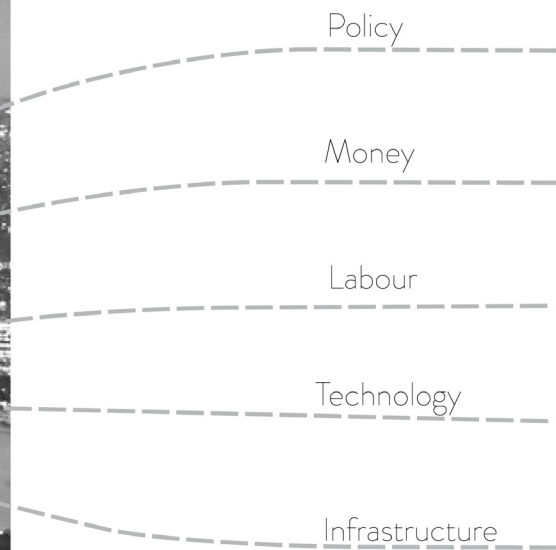
In addition to this, China has the longest farming history and has developed splendid local culture. And the Chinese revolution also began in the countryside. Chinese people have a deep attachment to the rural area. People’s feelings for the countryside have also become more intense after the cultural hierarchy engendered between countryside and city since the 1949 communist revolution has made city synonymous with modernity while countryside has been made synonymous with tradition and continuity with the past (2010, Su).





Image 1.1-3: The flourish of big cities  
Source: Google Picture

### The flourish of big cities



MODERNITY  
RURALITY

### Tourism as an opportunity

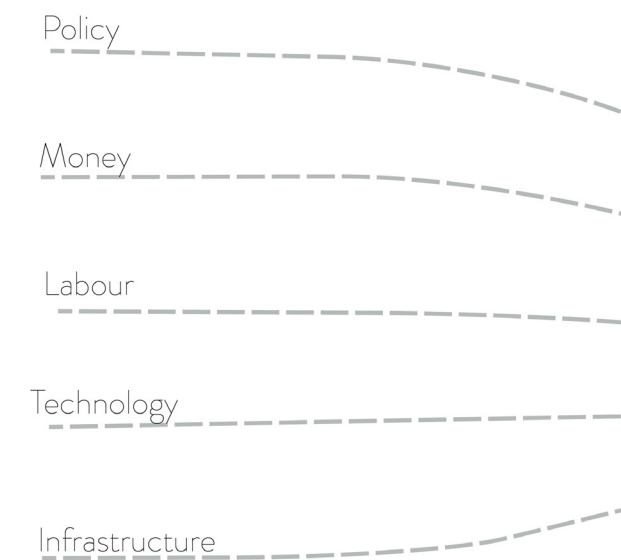
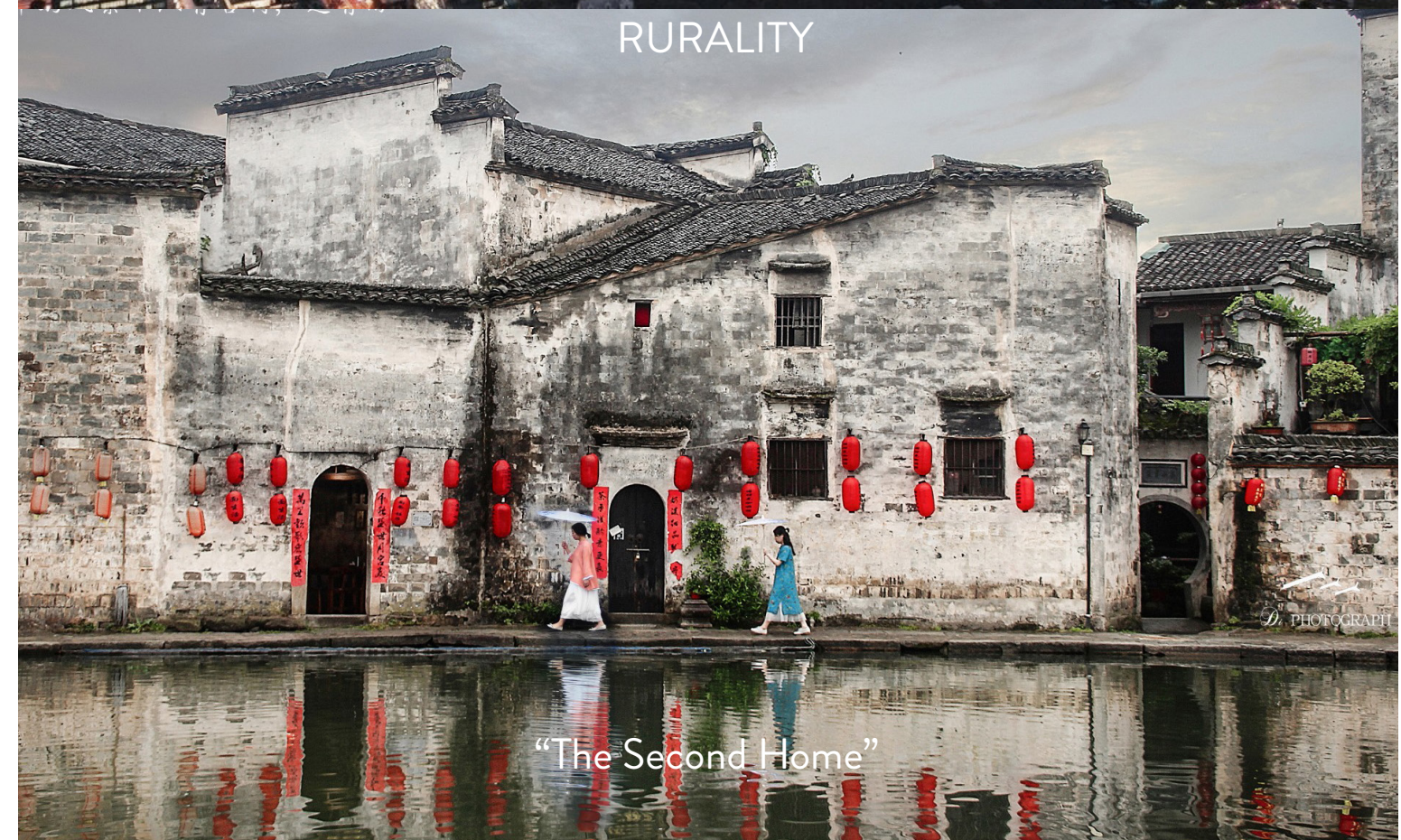


Image 1.1-4: Tourism as an opportunity  
Source: Google Picture



“The Second Home”



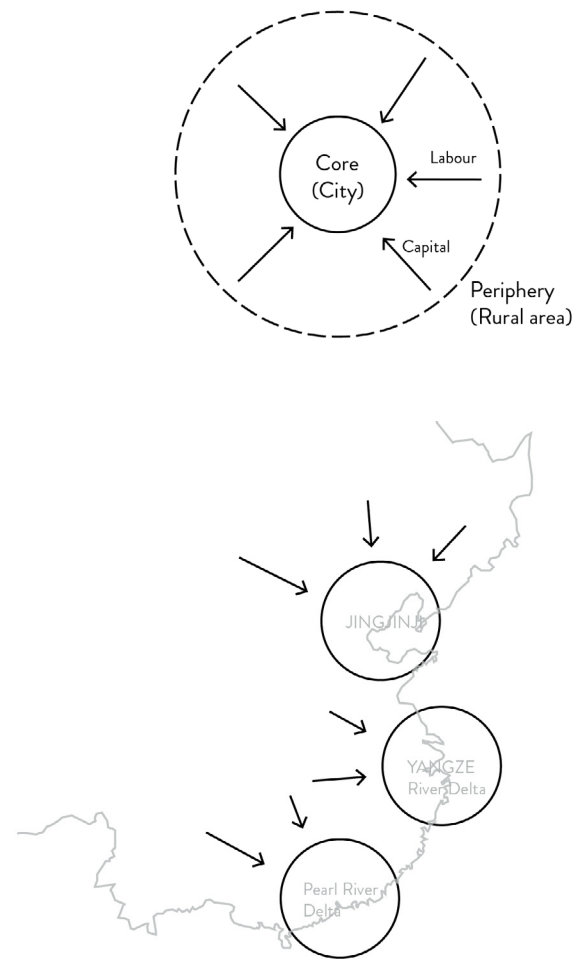


Figure1.2-1: The structurally weak position of rural area

## Problem field

*The structurally weak position of rural area*

In the context of urbanization and globalization, the rural area was locked into an unequal exchange relationship with urban-industrial growth poles. With the increase in resource mobility, capital and labor were increasing concentrated in cities (Ploeg, 1995). And as the resource mobility is increasing, the peripheral rural areas become more vulnerable (Bryden, 2000). This structurally weak position of the countryside also exposes rural areas to many development problems, making it rely on central policies and subsidies to survive.

*The phase of rural development: the exogenous model*

The process of rural development is mainly divided into two stages. The main features of the first stage are state-sponsored modernization of rural services and of agricultural practices and technologies (Ploeg, 1995). However, the measures did not stabilize the rural economy and population. In the second phase, rural development emphasized attractions of new types of employment on rural areas. The development of tourism is one of the measures of some regions. But the exogenous development model in the implementation was questioned in the West in 1970. People recognized

*'Companies used regional policy incentives to locate either capital intensive or low wage*

*'cathedrals in the desert,' which offered little to the host economy in the way of skill formation, technology transfer, linkage opportunities, transmission of new managerial and entrepreneurial know-how, and reinvestment of profits' (Amin, 1993).*

The criticism of the exogenous model has led people to look for alternative approaches to rural development. The endogenous development model was then proposed. It is assumed to be built on an appropriate external resource that maximizes local control, encourages the dynamics of local knowledge systems, preserves the benefits to the locality and ensures equal sharing of resources (David, 2014). A similar situation experienced in rural development in China.

*The practice of China*

Under the strong government and open coastal policies of China, three major urban agglomerations (Beijing-Tianjin-Hebei, Yangtze River Delta, and Pearl River Delta) and prosperous international cities have

been formed. The uneven development of the region, the development model that focuses on GDP growth rather than the improvement of local residents' lives is very common in the urbanization process. With only one or two strong leads in GDP cultivated in different provinces. A large number of capital and labor resources are concentrated in the central area, making most areas marginalized.

And rural area is the most marginal areas in this process. Since 1990, the disposable income of urban residents has been more than twice the disposable income of rural residents in China. The countryside has been weakened with the continuous increase of resource mobility. Many problems concerning villages, farmers, and agriculture have emerged.

China has proposed policies such as "the construction of a new socialist countryside", "the construction of characteristic towns" to support the development of rural areas. Tourism is

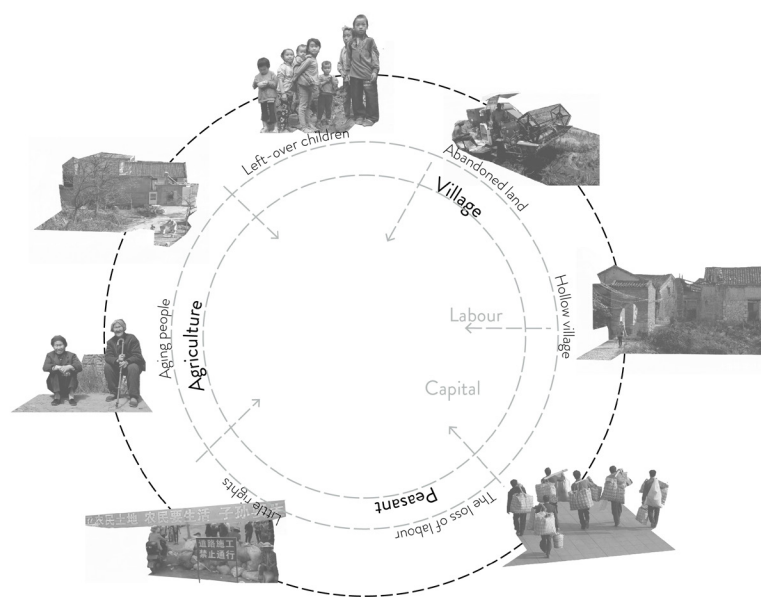


Figure1.2-2: Three main issues concerning rural area

Figure1.2-3: GDP of the cities in different province

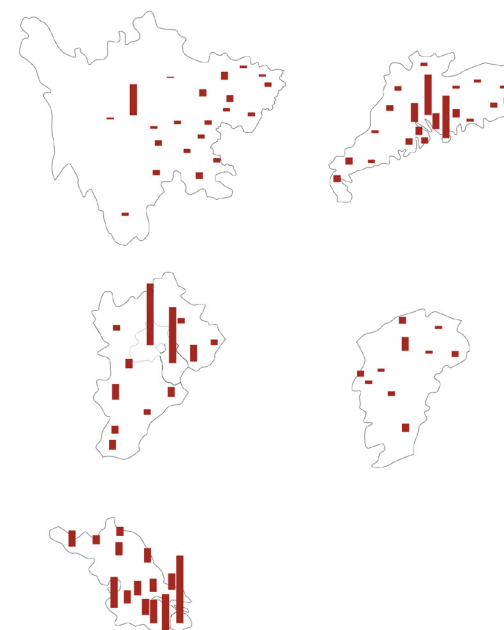
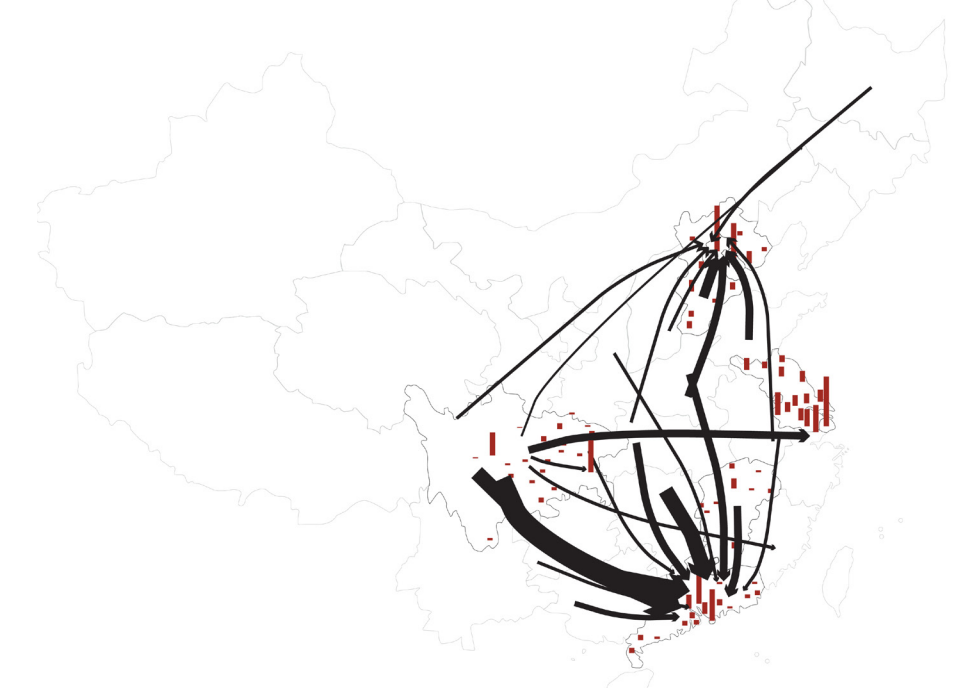


Figure1.2-4: Flows of rural workers of four cities



Source: Statistical Yearbook of different province

also regarded as an good opportunity in this situation. In order to coordinate urban and rural development and solve rural development problems, the government encourages the investment and development of rural tourism, and released 127 national characteristic towns. The key development strategy is to develop local tourism to help local development. But it is still taking an exogenous development path.

From Figure1-7, it can be seen that rural tourism contributes little to the improvement of local residents' lives. The growth rate of rural tourism and the disposable income of rural residents has no relationship. Even though Figure1-6 shows the rapid economic growth brought by Wuyuan rural tourism since 2000.

There are some interesting similarities in the strategy of developing cities in the country decades ago and in the current strategy of rural tourism development. In 1978, China's out-

ward-oriented economic development strategy brought about a sharp rise in GDP, and the prosperity of coastal cities, but also brought about environmental pollution and rural backwardness. Today, in order to develop the countryside and vigorously advocate tourism, the same emphasis is placed on the exogenous development strategy of introducing foreign capital, which also brings about a substantial increase in GDP and environmental pollution. Although, this time, the country is still being sacrificed. The reason behind this is the focus of the project, which will be explained latter.

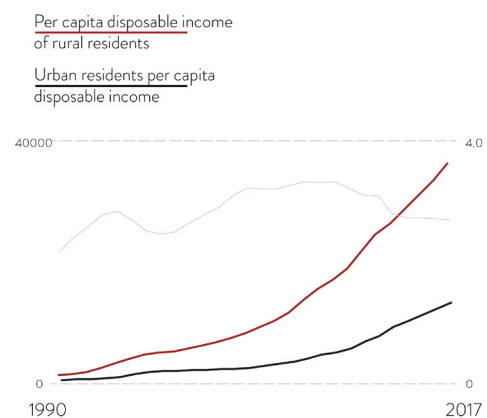
In the practice of Chinese history, endogenous rural development models are also developed in some areas. These development models are mainly summarized into four types: the Sunan model, the Wenzhou model, the Gengche mode, and the Minquan rights model(Fei, 1984). The Sunan model occurred in the rural areas of southern Jiangsu Province. It is char-

acterized by the township government encouraging farmers to use their own strength to develop township enterprises. The successful results make the current Jiangsu Province have the best county economic in China. This also provided support for the sustainable development of the Yangtze River Delta. Some experience can be learned from the model. The county and township leaders acted as the main decision makers to develop local township enterprises at the very beginning. Use local township industry to absorb local labor, promote the collective benefit of local residents, and use market regulation. In the continuous development of the Sunan model, the role of local government has shifted from a township enterprise model that directly participates in the market economy to a "service-oriented government" that exercises public management functions.

Therefore, this project starts from the problems of the local residents and the environment caused by the exog-

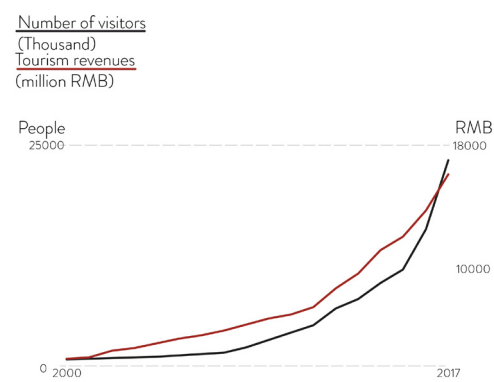
enous development model in rural area, trying to explore the endogenous development model for rural area in Wuyuan.

Figure1.2-5: The economic gap between rural and urban residents in China



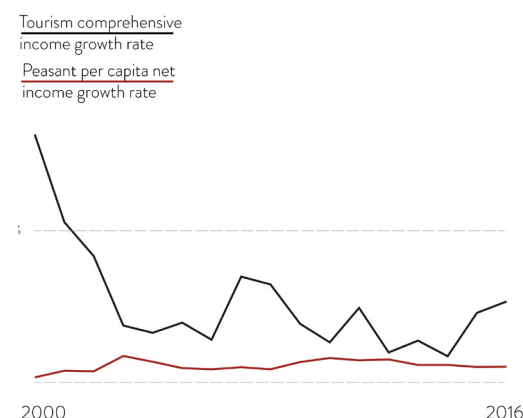
Source: China Statistical Yearbook

Figure1.2-6: The rural tourism growth in Wuyuan



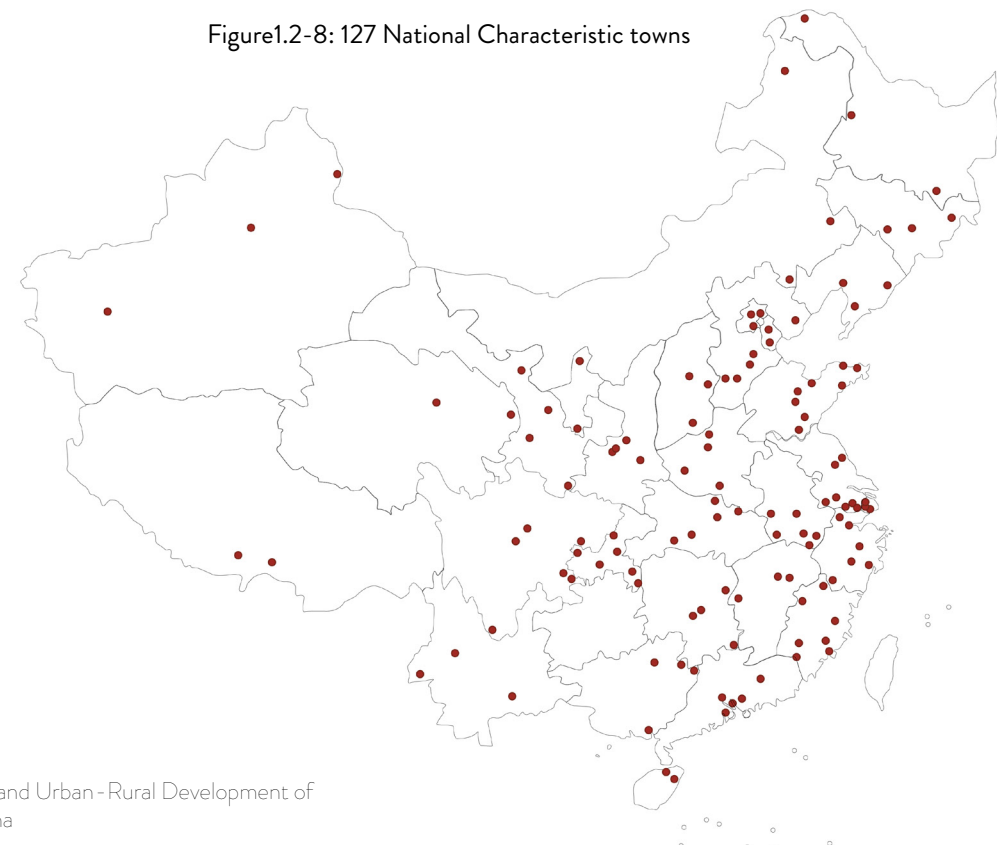
Source: Wuyuan Statistical Yearbook

Figure1.2-7: The growth rate of Tourism comprehensive income and peasant per capita net income in Wuyuan



Source: Wuyuan Statistical Yearbook

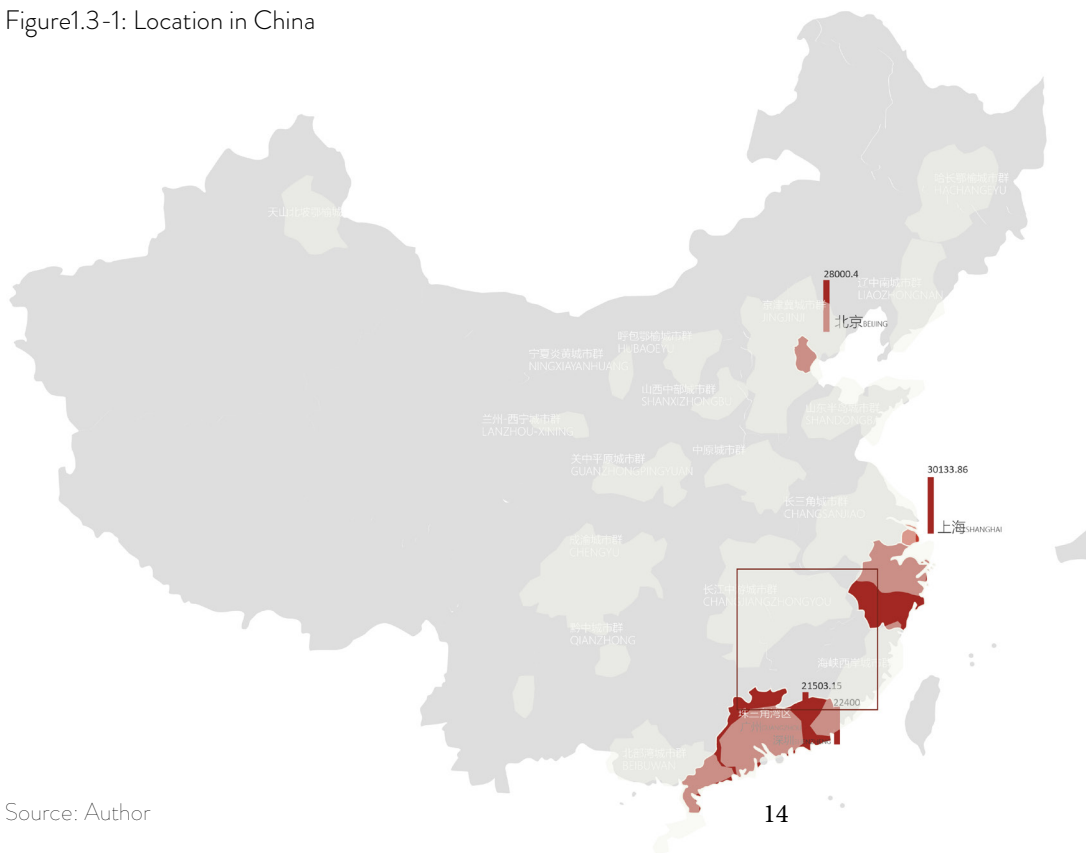
Figure1.2-8: 127 National Characteristic towns



Source: Ministry of Housing and Urban-Rural Development of the People's Republic of China

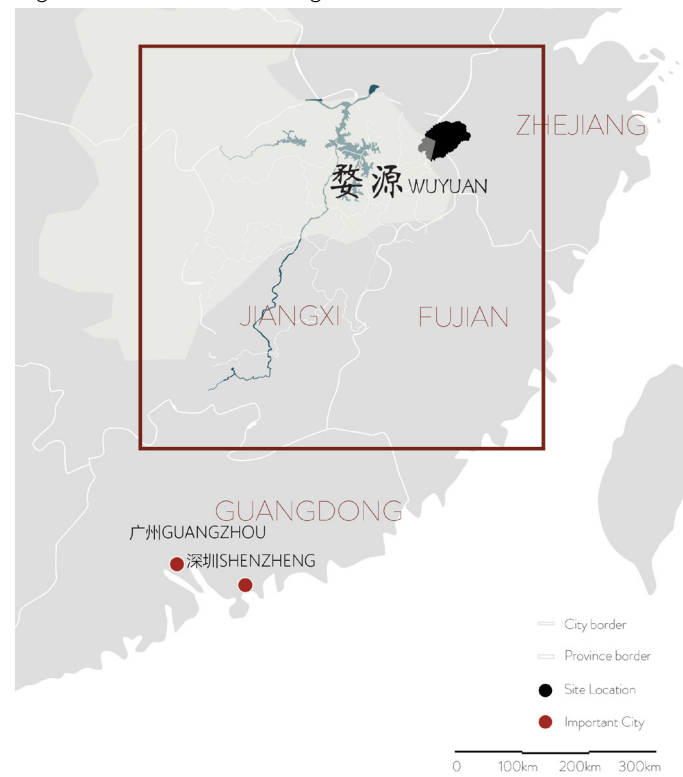
# Site

Figure1.3-1: Location in China



Source: Author

Figure1.3-2: Location in Jiangxi Province



## Geography and location

Wuyuan County is located at the junction of the three provinces, Jiangxi, Zhejiang, Anhui, southeast China, belongs to Shangrao City, Jiangxi Province. Wuyuan is a typical mountain area, the mountainous area accounts for 83.09% of the total area. The terrain slopes from the northeast to the southwest. Although the numerous natural barriers make this area relatively closed. The mountains, rivers, forests, hills, streams form a beautiful scenery in the county. The geographical environment with shortage of arable land resources also caused the contradiction between people and land to appear in different periods, which affected the social and economic development in this area.

## History

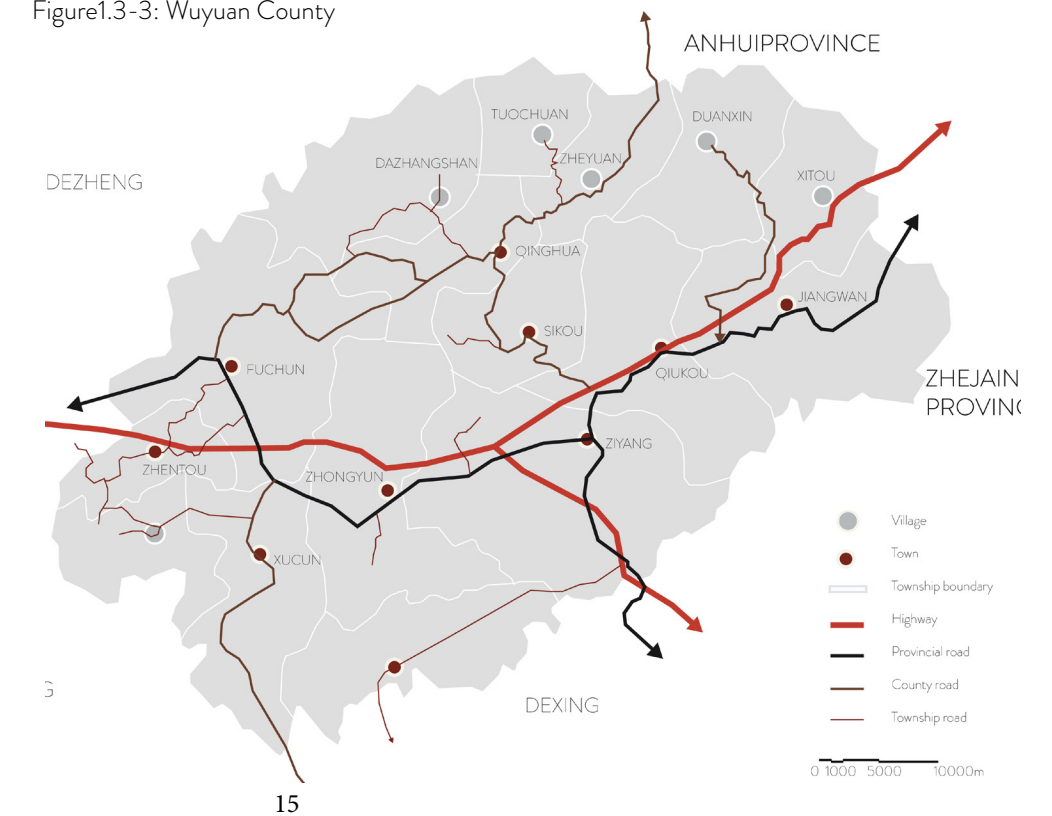
From the pre-Qin era to the late Qing Dynasty in China, Wuyuan has experienced its stages of stability, prosperity and decline. There are several

important characteristics in this development process: 1) the transition from settlement villages to immigrant villages; 2) the rise of Hui culture that has represented the mainstream of Chinese traditional culture for hundreds of years; 3) the socio-economic model has gradually separated from agriculture dependence, a step-by-step change to the socio-economic structure of the village development supported by Hui Merchant's profits.

### *Settlement villages to immigrant villages*

Wuyuan was in the Shanyue era in the pre-Qin period. Shanyue ancestors lived here at this time. They are mainly engaged in agricultural production activities. Villages in this period belong to primitive settlement villages (Lu, Ling, Jiao & Yuang, 2004). In order to be away from the war in northern China, a large number of northern family members migrated to the south in the Eastern Jin, Southern Song, and late Tang. Some of them migrated to

Figure1.3-3: Wuyuan County









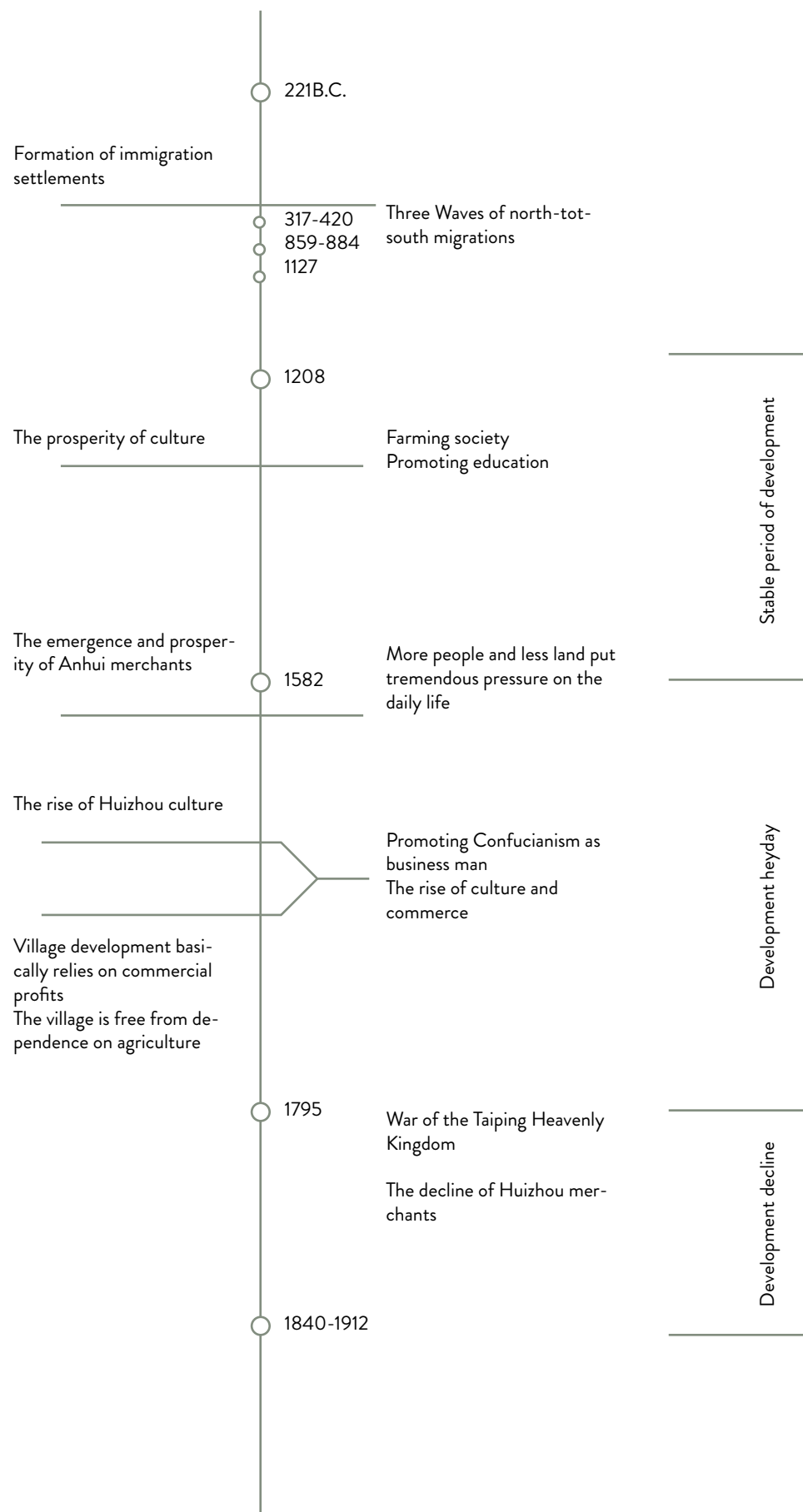


Figure 1.3-4: Wuyuan's Historical Development from Pre-Qin to Late Qing  
Source: Author

Huizhou. In order to better survive, they lived together in clans, and as the clan's people thrived, they continued to expand their villages and gradually became the main inhabitants of Huizhou. At the same time, they also brought advanced Central Plains culture to Huizhou. Since then, the spatial feature, culture, and socio-economic structure of Huizhou villages have changed dramatically. Unlike the villages that are usually scattered in mountainous areas, due to the influence of the clan culture, the villages in Wuyuan are mostly clusters. Confucianism also gradually developed and flourished in ancient Huizhou. Hui merchants appear due to the conflict between the increase of people and limited land.

*The prosperity of Huizhou culture*

As one of the six hexagrams in Ancient Huizhou, Wuyuan has created a glorious Hui culture together with Yixian, Qimen, Shexian, Jixi, and Xiuning county because of its unique geographic feature combined with Chinese traditional culture (Xiong &

Xu, 2010). The ancestors of Huizhou mostly belonged to the family clan who moved south from the Central Plains. The development of the clan had a certain cultural and educational foundation, and people had a stronger desire to enter the government and become officials. Education has always been considered as a focus of village life. Among them, Confucianism has become the principle that guides people's behavior. The Feng Shui science nurtured by Taoism has achieved a harmonious relationship between the village and the natural space. In the development of culture and education, Huizhou has made great achievements, known as "the hometown of Confucius and Mencius in Southeast China". The Ziyang Academy, where Zhu Xi often taught, was one of the four largest academies in the country in the Southern Song Dynasty.

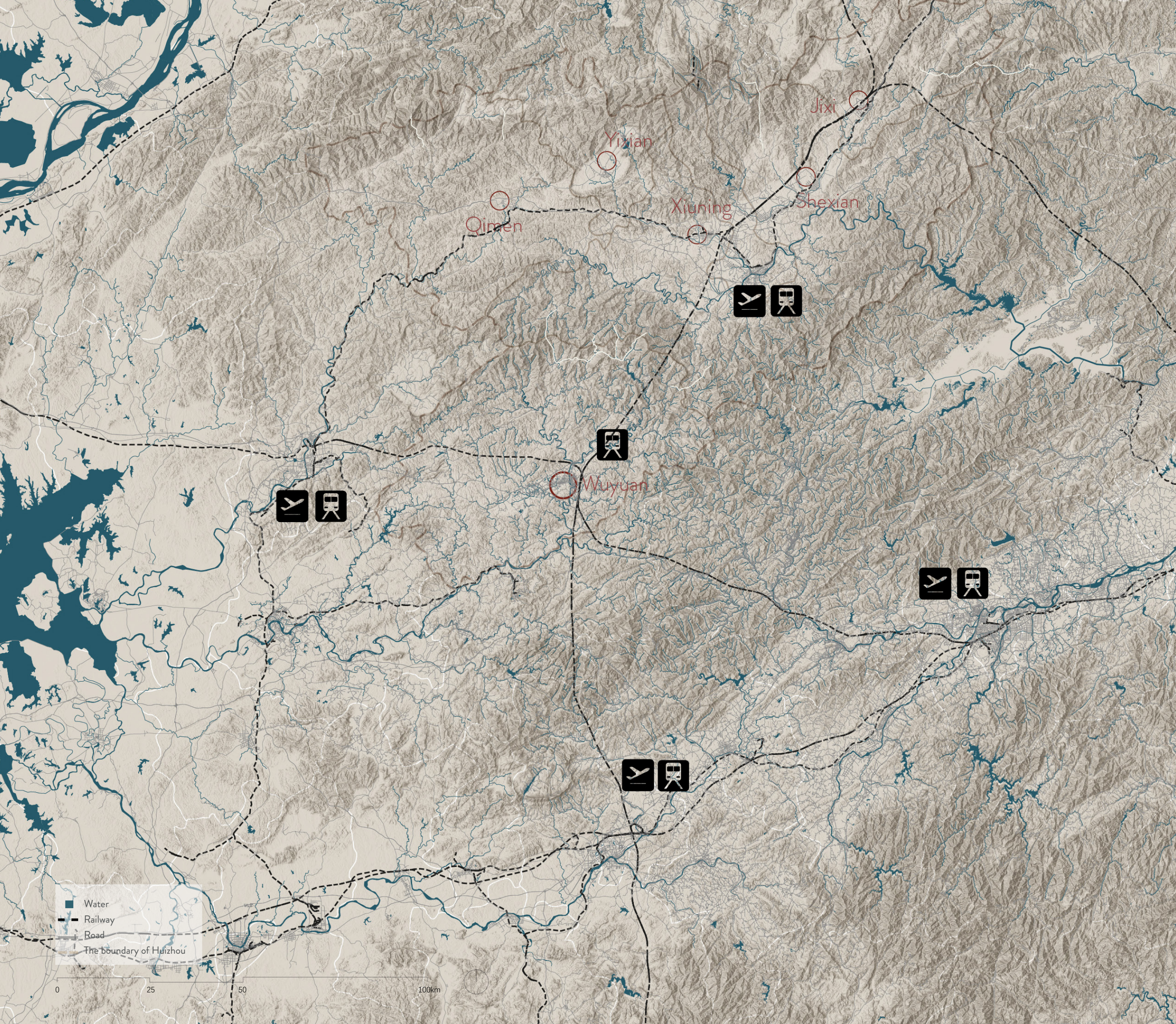
The prosperity of Huizhou culture is also inseparable from the development of Huizhou merchants. Due to the natural environment with many mountains and few land, the farmland alone cannot support the development

of the village. The people of Huizhou have always had the tradition of growing tea or wood on the mountain in exchange for economic income to buy daily food. During the Ming and Qing Dynasties, due to the large population growth and the intensification of the conflict between people and limited land, most Huizhou people chose to go out to do business. They were active in the area of Hangzhou and Nanjing, the wealthiest areas at that time, and were mostly engaged in the sales of tea, wood leaves and salt. The Huizhou people who do business rely on their cultural advantages and the spirit of hard work, and quickly became rich and gradually developed into famous business gangs. Huizhou merchants use part of their business profits as capital for continuing operations, and the other part is brought back to Huizhou for purchasing land, building houses, developing education, and cultivating future generations to study and become officials. With a strong economic foundation, various local cultural elements have been developed very well, such as prints, sculptures, architecture, and operas, so that the



Image 1.3-6: Typical Rural Landscape  
Source: Pinterest





“Hui culture” has become prosperous.

*Paradigm shifts in socio-economic structure*

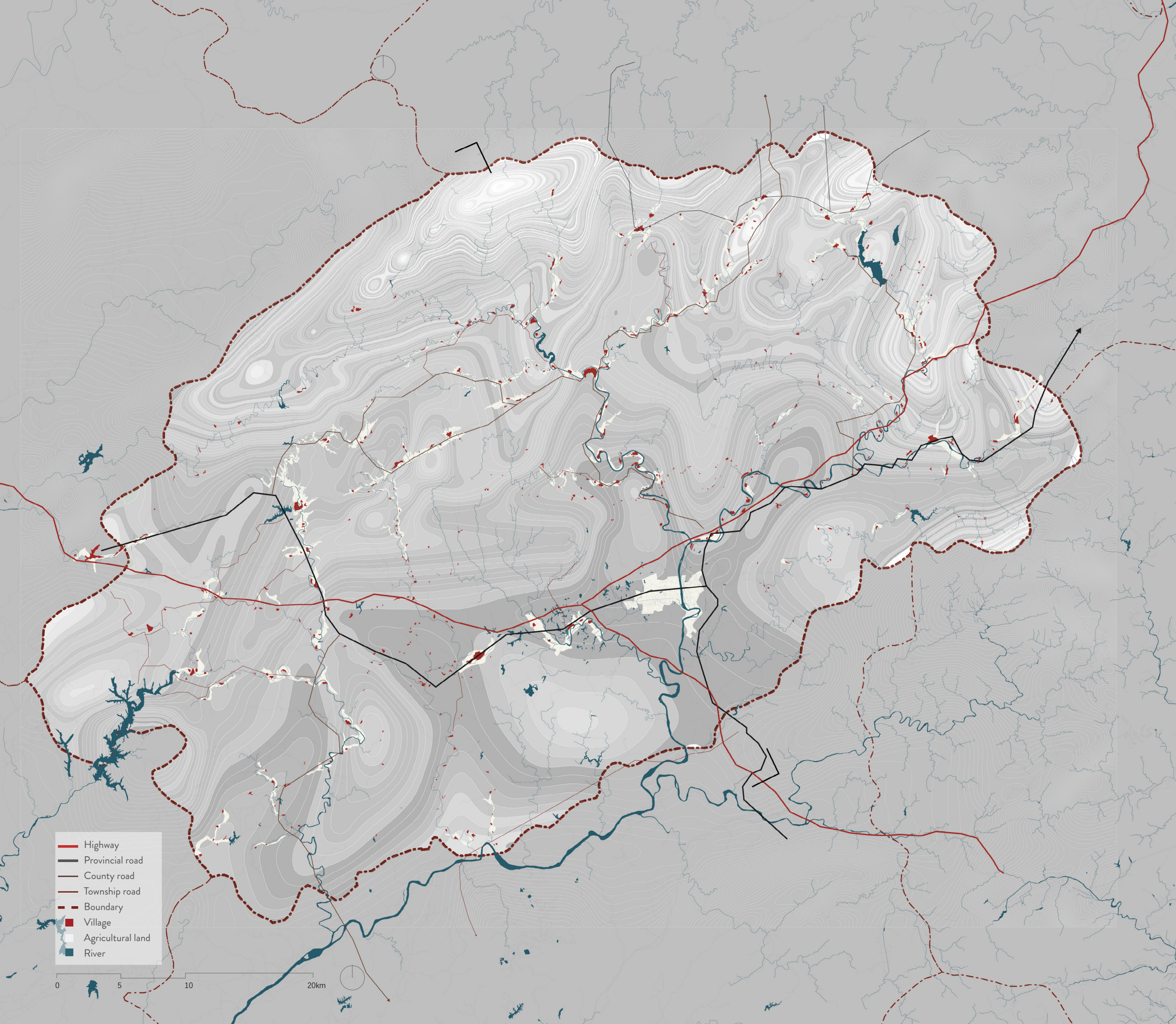
Huizhou was a traditional agricultural society in the Shanyue era. Villagers’ life was mainly agricultural production. The size of agricultural villages depends on the farming radius of the agricultural labor force. In Huizhou, which has more mountains and less land, the expansion of the villages is supported by the economic profits made by Hui merchants, not the cultivation of farmland. This is also an important reason why the decline of Huishang merchants will directly lead to the decline of the village. At the same time, Hui merchants used economic capital to exchange cultural capital, and finally achieved common prosperity of economy and culture.

After learning from history analysis, and under the current development context, understanding the current socio-economic development structure of Wuyuan and exploring how to achieve sustainable socio-economic development will be the goals of this project.

Economic development in rural areas of Wuyuan

Despite its glorious history, the rural economic development of Wuyuan County is not optimistic. Due to its occluded geographical environment, it has a large gap with the economic level of coastal areas. Most of the surplus workers in villages have gone to work in nearby big cities, such as Hangzhou and Shanghai. The loss of labor in rural areas has led to the emergence of





hollow villages, left-behind children and an aging population. As of 2017, there are 26 provincial-level poverty villages in Wuyuan County during the 13th Five-Year Plan period.

#### Tourism

The traditional villages of Wuyuan are rich in cultural resources because of its glorious history. The county of Wuyuan still has 113 preserved ancient ancestral halls in the Ming and Qing Dynasties, 28 buildings of the ancient government, 36 ancient houses and 187 ancient bridges. Its traditional villages are numerous, diverse and unique. The tourism development is in the traditional villages of the country, starting early and developing rapidly during last decades.

In 1993, Hong Kong photographer Chen Fuli held the theme exhibition “China’s most beautiful rural - Wuyuan”, which became the starting point for the development of Wuyuan tourism. The number of tourists reach 23 million and the comprehensive revenue reached 16 billion in 2017.

#### *Strong foreign capital intervention*

Wuyuan County has adopted the enterprise management method since 2000 and operates according to the principle of separation of ownership and management rights, attracting private capital and enterprises to participate in the development of traditional village tourism. In 2007, Wuyuan County Tourism Co., Ltd. was established to form a unified operation model and controls most of the tourism development projects in Wuyuan since then.

Figure1.3-6: Map of Wuyuan county

Source: Author, based on gis extract from geofabric, Wuyuan County Master Plan (2009 -2030), Goody gis (version 4.82)





*Problems brought by the tourism development model*

In the actual tourism development process, most of the tourism revenue falls into the developer as the capital owner, while the community residents who are the resource owners are in a weak position (Zuobing, 2009). In most villages in Wuyuan, each resident can only enjoy a dividend of around 30 euro per year as a direct benefit of tourism development.

In addition, in the process of tourism development in rural areas, the villagers have little power to negotiate with the developers. Instead, the county-level government and the developer sign a development agreement, and then the village committee collects the right to use the land from villagers. This land acquisition process can even consume ten years. Due to the villagers' limit participation, the distrust of the village committee also made the development project less supported. And after the accomplish of the project, villagers are difficult to maintain their property rights through legal means, and become marginalized and isolated people.

At the same time, the current tourism development model has brought the destruction of the living environment and culture to local residents. Large-scale infrastructure construction has destroyed the harmonious relationship between villages and natural landscapes and caused dissatisfaction among villagers (Zhang, 2009). Most of the villages were packaged and sold into commercial streets under ancient buildings and completely separated

Figure1.3-7: Map of Wuyuan Villages

Source: Author, based on topographic map provided by Tuochuan Township Government.



from the original cultural life of the residents. In a village in Wuyuan, Likeng, in order to obtain profits from a wider range of commercial operations, the building walls along the river interface were almost completely demolished and converted into commercial shops. The action of packaged sale of the entire village and moving out all the villagers during development, such as the situation of Huangcun in Wuyuan, has in fact caused damage to the authenticity of local culture. The outflow of capital has also exacerbated the uneven development of the region.

*Case: Likeng*

The problems caused by this development model can also be seen from the intercepting activities of the villagers in the development of tourism. Taking Likeng as an example, in the past ten years, residents of Likeng conducted four activities to intercept tourists. The first two times they obtained a new contract with the developer. There was no result for the third time and the fourth time. The process of the incident is getting worse. At the beginning, it lasted 15 days, and they

had the right to re-sign the contract. The last time lasted for one month. In the process, the police came, there were fights, a villager was stabbed, the scenic spot was closed, and some people were sent to destroy the illegal buildings of the villager.

This different result is also closely related to the operators of the tourism industry. In the past ten years, the operators of the tourism industry have switched from village committees to small private enterprises to a big group company. Government is the supporter behind every change.

The group company is not afraid that the resistance of the residents of Likeng is largely due to the through ticket system implemented by Wuyuan in 2009. Tourist can visit 14 attractions with one ticket, and the damage to the company due to the closure of one attraction becomes very limited. The local residents expressed their dissatisfaction with the group company, claiming that in addition to raising the ticket price, the company did not really improve the local environment within four years, and the planning was also very lagging. Whenever

residents want to build something in order to keep up with the development of the tourism industry, it was not approved in time. And when the building was built, it was considered as illegal. The different results of four times of intercepting activity also shows that while company is bigger, the tourism is growing, but the position of local residents is weaker. In 2017, in order to control the water pollution caused by the development of tourism, Likeng Scenic Area was shut down for 4 months. During the process, residents still have no idea about the duration of the repair and what aspects of the repair will be carried out.

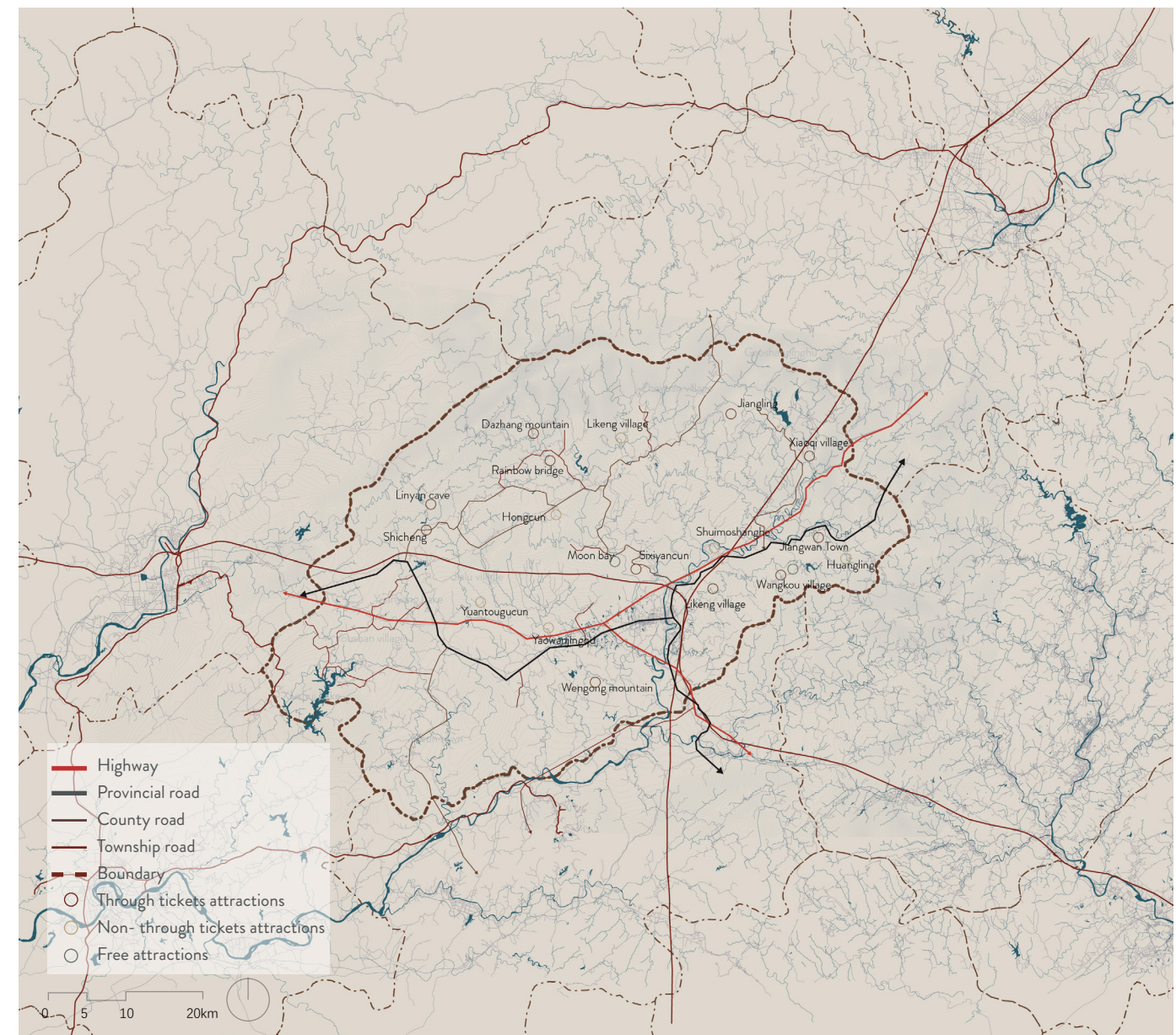


Figure1.3-8: Tourism Attractions Map of Wuyuan  
Source: Author

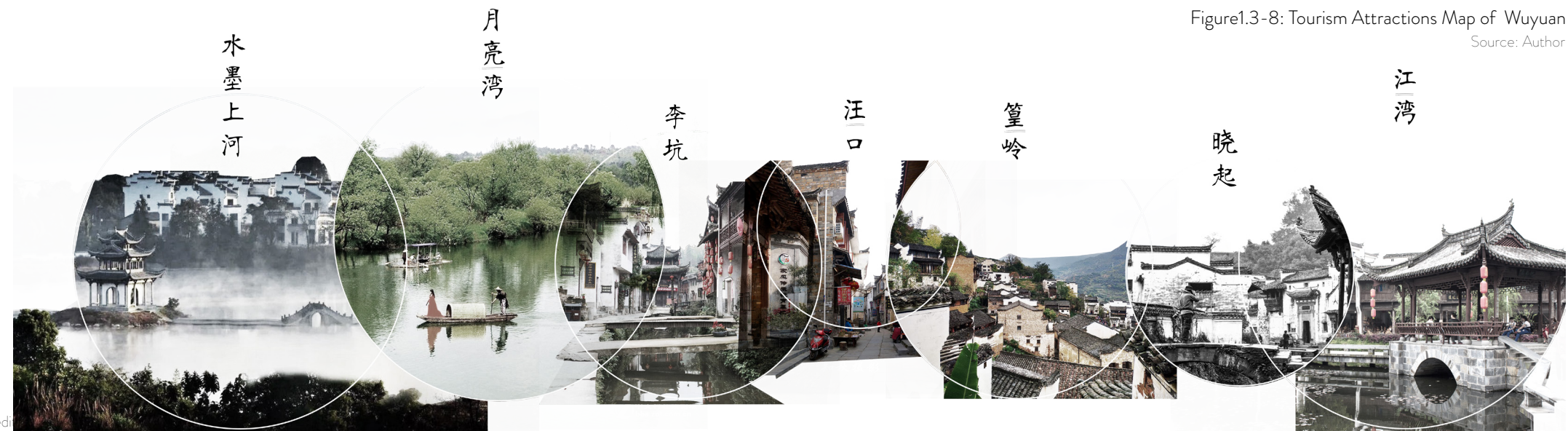


Image1.3-7  
Developed attractions  
Source: Google Picture, edited by author





Villagers set fire to generate smoke hinder tourists from taking pictures.



Grandma is standing in front of a century-old building that is considered to be a illegal building, but has no right to defend her own interests.



Scenic emergency shutdown



Serious commercialization in the scenic area



Scenic area renovation activities disturb residents' normal life



Local residents are completely unaware of the content and duration of the remediation of the scenic spot



Environmental pollution brought by tourism development



Construction of fake cultural buildings actually destroys local culture

## Background

1993, The most beautiful village in China as the theme of the festival

1998, Wuyuan County officially listed to establish a tourism bureau

2001, To attract private capital and foreign participation. To complete the tourism industry development planning, scenic area construction planning and scenic planning

2006, Likeng, Wangkou villages included in the heritage list of cultural heritage

2007, The government of Wuyuan is in line with the growth of a unified brand to establish of the tourism companies

2009, Changing the way of tourism development  
Adjusting the structure of tourism products  
Turning to the mass tourism

## Operators

Village committee  
1998

Private enterprise  
2001

Group Company Ltd  
2007

Through ticket system  
2009

Renovation of scenic spots due to river pollution for 4 months  
2017

## Process

Villagers intercept tourists

Villagers intercept tourists

Villagers intercept tourists

Villagers intercept tourists  
Scenic area closed

Aging people Women  
Last 1month(13/7-13/8)  
100 people per day

Villagers beating the village cadres  
Destroy law enforcement equipment  
Disturbing the order of the scenic spot  
Arresting residents  
A villager was stabbed  
Demolition of illegal buildings

"In addition to the ticket price increase, there is no investment in the scenic spot. The planning of scenic spots is lagging behind. Villages are eager to keep up with the rhythm of tourism and improve their lives, and they are not recognized"

## Result

Re-signing the agreement

Re-signing the agreement

After the protest failed, accepted the status quo

Negotiable without results

Figure1.3-12: The benefits tourism brought to you

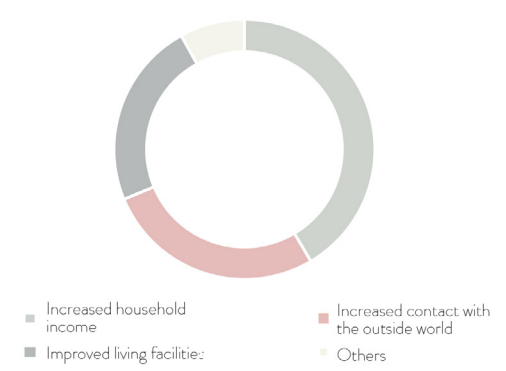
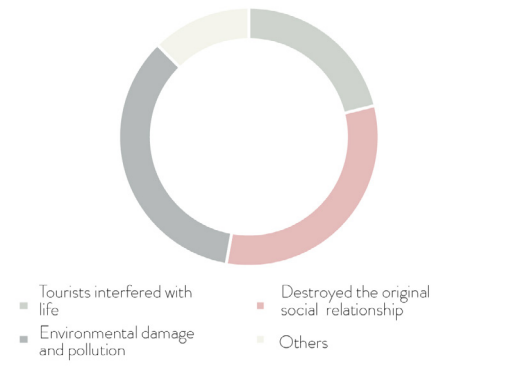


Figure1.3-13: The damage tourism caused to you



*Villagers' voice*

In 2013, a questionnaire survey was conducted on the development of local tourism in five villages in Wuyuan. A total of 331 questionnaires were used. Among them, the villagers believe that the biggest benefit that tourism brings to them is the increase in income and the broadening of their horizons. The biggest damage caused by tourism is the destruction of the environment and the breakdown of social relationships. Among the question of things that you feel are most important in your community life, the benefits of tourism are ranked behind the local living environment and the local historic buildings. And more than half of the people expressed the opinions that residents should participate in tourism management, and more than 30% of the people expressed that the opinions of the villagers should be considered.

Figure1.3-14: The most important thing in your community life

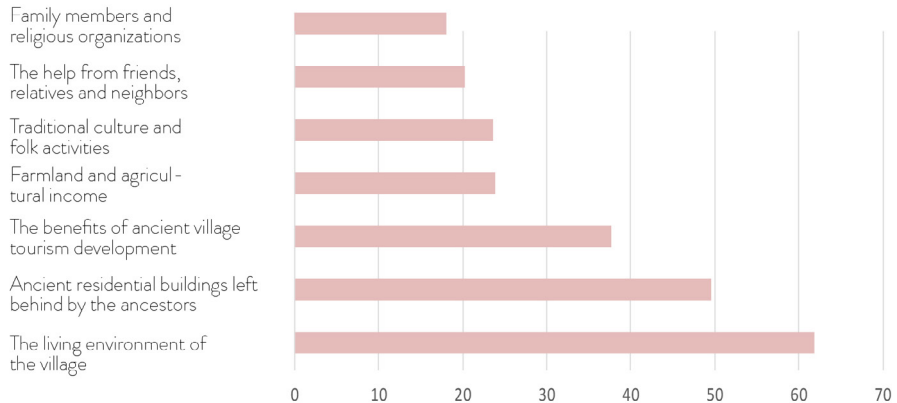
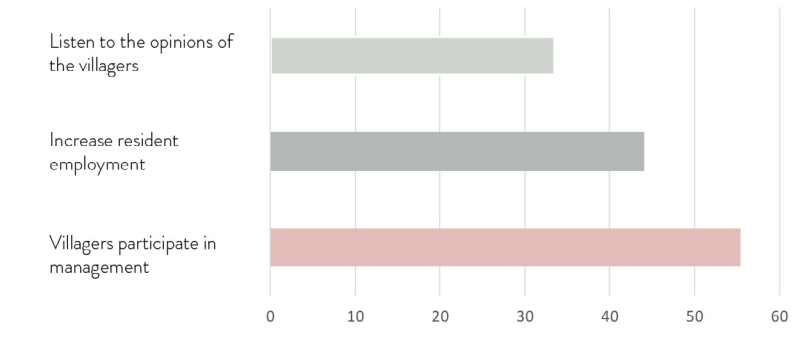


Figure1.3-15: What is important in the of tourism development



Source: Study on Tourism Resources Protection of Ancient Village in Wuyuan: Based on Residents' Place Attachment(Wang,2013).

## Methodological Framework

- 2.1 Problem statement
- 2.2 Research question
- 2.3 Research aim and Output
- 2.4 Theoretical framework
- 2.5 Conceptual framework
- 2.6 Conclusion
- 2.7 Scientific, Societal Relevance & Ethical considerations



# Problem Statement

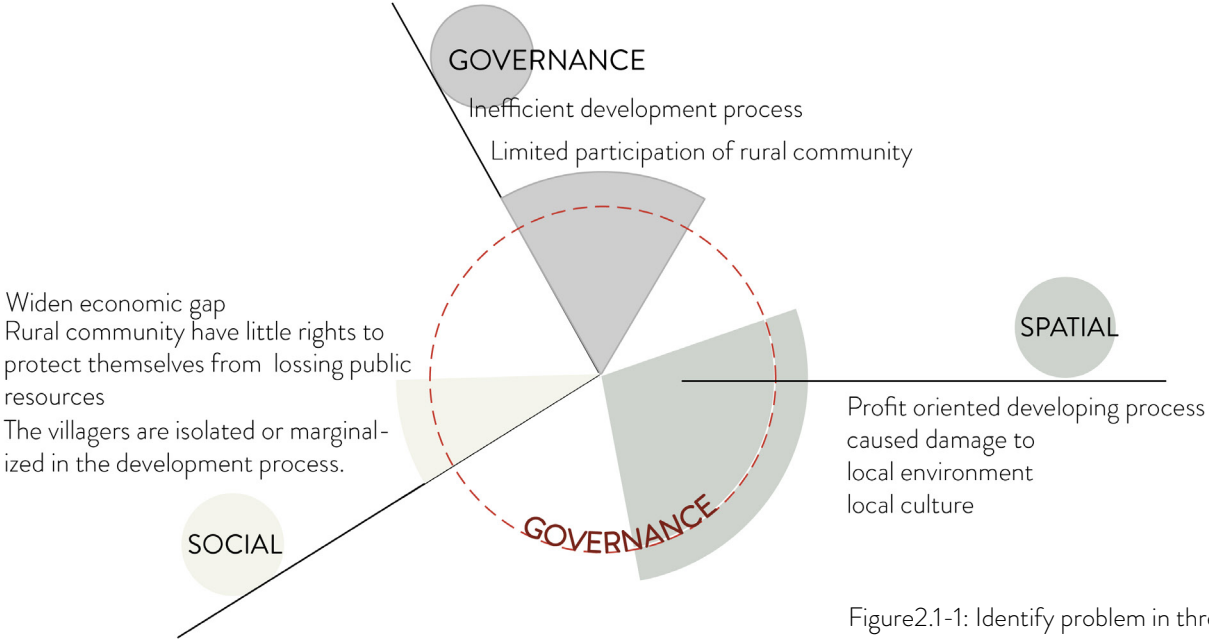


Figure2.1-1: Identify problem in three aspects  
Source: Author

Based on a theoretical analysis of the characteristics of the exogenous development model of China’s urbanization, the development process of the government-led rural tourism and the situation of Wuyuan Village in tourism development. Problem statement is mainly reflected in the following aspects:  
 In governance, the villagers’ limited participation in the project, and the distrust between villagers and the other two (developer and government) led to inefficient development process of tourism.  
 In social aspect, villagers are marginalized in tourism development. They have limited rights to protect their interests during the tourism development process even their resources are deprived. At the same time, most of the tourism revenues fall into the hands of developers, so that the gap between the rich and the poor does not decrease but increase.  
 In space, the interest-driven tourism development model has also caused damage to the local culture and environment which are the foundation of rural tourism development.

# Research Question

How to make use of the value of rural life under the opportunity of tourism to achieve maximum community benefits by creating a rural endogenous development model, pushing towards socio-economic sustainable development in the rural community of Wuyuan, China?

# Research Aim and Output

SUB1

What is the value of rural life, its significance for urban life, the related local resources and spatial characteristics they created?

SUB2

What is the tourism model that suits the value of community development?

What are the threat of tourism to the value of rural life, the spatial performance of these threats and the characteristics of related tourism models?

What are the spatial patterns that can retain the value of rural life and use the advantages of rural life in combination with tourism space?

What rules should be formed in the options between protection and change to get advantages of the synergy between the developers?

SUB3

How can external network support and also create advantageous conditions for local actors to achieve endogenous development in terms of combining external space resources (tourism resources, infrastructure, etc.) for resource sharing and cooperation?

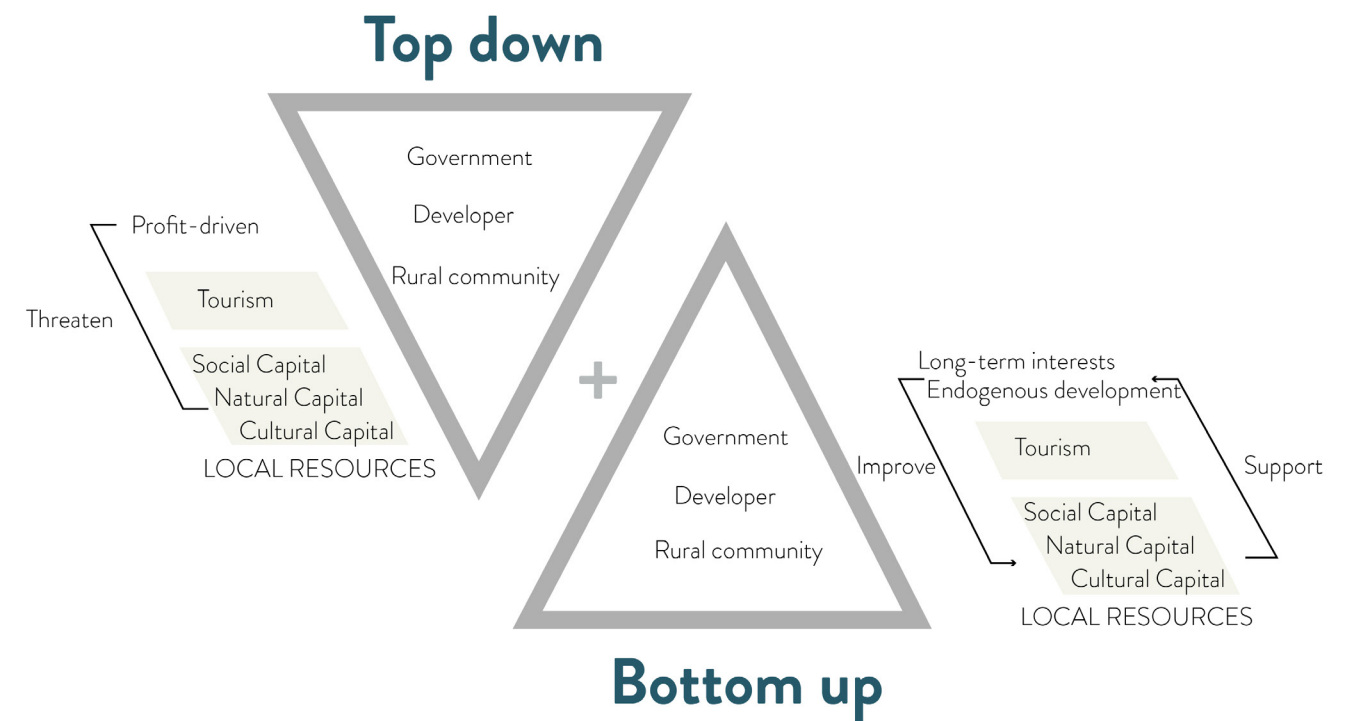


Figure2.3-1:Figure of research aim  
Source: Author

## Theoretical framework

### Research Aim

This project is mainly aimed at exploring the endogenous development model of Wuyuan Village in the context of the widespread poverty and weakness in rural China and the rise of rural cultural tourism.

By using community-based approach to closely integrate tourism with community development, maximizing local benefits, it provides an alternative sustainable development option for the development of rural tourism to replace the short-term interest-led development model with highly involved foreign capital.

In addition, It explores the potential of rural cultural capital, researches into cultural and economic capital exchange strategies and provides guidance for the development of rural areas with historical and cultural capital in China. Through the planning of Wuyuan village, it also provides a reference for the endogenous development model for other rural areas in

the country and hopefully contributes to the balanced regional development of China in the process of urbanization.

### Research Output

The output of this project is mainly manifested in three scales, Maso(Huizhou), Meso(Wuyuan County)and micro(village) scale.

On these three scales, the analysis of spatial resources, mainly including natural resources, cultural resources and social resources, and their inter-relationships will be delivered. By integrating the local resources that have been analyzed, spatial planning strategy related with industry and governance on the village scale, the network design on county and Huizhou scale are proposed to form the endogenous development model of Wuyuan.

The industrial strategy will aimed at the mutual integration of local traditional agriculture and tourism and the rational use of cultural capital. The

management structure on village scale explores the role of community participation models in planning, and merges with external networks to provide a advantageous external environment for the project. All these strategies will be delivered based on highlighting the interests of community residents.

The theoretical framework of the project is based on the exploration of local identity, endogenous development and community-based tourism. Mainly in order to find a development model suitable for the rural areas of Wuyuan. The development model is based on two development backgrounds. One is the prosperity of local rural tourism brought about by its own characteristic culture, and the other is the problems that the dominant position of developers and government in the development model brought to the local area.

Based on these two backgrounds, the local identity emphasized the strengthen of the foundation of tourism which is the uniqueness of the local cultural environment. It could be seen as a great engine for economic growth and the key in defining local socio-economic future. At the same time, it links the endogenous development theory to develop local resources and the synergies between them. Community-based tourism emphasized on empowering community in the tourism development process and

then ensure the community's interests on decision-making and profit-sharing. On the other hand, multi-level governance is emphasized under this theory to support the scale up of CBT, as well as to combine the endogenous development model and the external network environment.

These three main theories will together constitute the socioeconomic sustainable development model of Wuyuan Village based on tourism. Through these three main theories, these are mainly stated in this project: the characteristics and usage of rural resources; the significance of social capital and cultural capital for tourism; the development process and characteristics of rural tourism, especially cultural rural tourism; the challenges and opportunities brought by the background of tourism commercialization and cultural commercialization; the influence of culture in community participation and community value orientation; research on the importance, feasibility and development stage of CBT model; the role of government, external capital and rural community in CBT; the combination

of Community participation and multilevel governance to support the scale up of CBT.

### Rural development and resources

Previously, the theory about the rural village's structural vulnerability in the development of globalization due to the increase of resource mobility is mentioned. On this basis, Bryden proposed the importance of immobile resources in rural development. And he attributed the different manifestations of rural development to the local excavation and development of immobile assets, the synergy between assets and the ability of the external network to develop new resources and new markets. The environment, cultural heritage, landscape can be considered as an immovable resource. At the same time, tangible and intangible factor, their interactions and their interaction with external factors will point to different development opportunities and constraints(Bryden, 2000). Tangible factors would include natural resource availability and quality, infrastructure endowment, human

resources, investment and economic structures. Less tangible factors include local community and culture, market performance, institutional performance, networks and quality of life (Bryden, 2000).

### **Social capital**

Social capital is considered by the World Bank to be a missing link in development research. It complements other forms of capital such as human, physical and natural resources (Groottaert & Bastelaer 2002) and served as a driving force for rural development (Christoforou 2017). As an element to assist collective action, in community-based development projects, it creates “shared values and identities, inclusive networks, participatory governance structures and democratic decision-making mechanisms that target local development for individual and collective well-being” (Christoforou 2017 p. 44). It is also a major intangible resource in endogenous development.

In research on how to create social

capital, information (Coleman, 1994), education (Knack & Keefer, 1997) and facilitators (Sato, 2001) are considered essential. At the same time, the importance of the diversity of external networks was raised after the practice of multiple Social Capital Initiative Programmes.

### **Rural tourism**

After 1970, rural tourism activities have grown a lot in the world, and have brought development prospects to the fringe areas of the economic and social development, rural areas (Peartrees, 2002). Under the challenges of agriculture, including low commodity prices, rising input costs, and globalization, it has brought new demands to rural resources (Daugstad, 2008). The characteristics of rural tourism depend not only on the farm but also on adventure, sports, health, education, art and heritage (Branwell & Lane, 1994). In 1996, Pedford included rural customs, folklore, local and family traditions, values, beliefs and common heritage in rural tourism.

### *Tourism development model*

In China’s rural tourism development model, according to the tourism experience content, it can be divided into several categories:

1) Pastoral agricultural tourism is characterized by the use of pastoral scenery and agricultural activities as tourism activities of different themes (Guo & Han, 2010). 2) Folk customs and tourism utilize the local people’s life culture and cultural heritage (Wang, 2005). 3) The development of township tourism focuses on architectural culture and historical factors (Feng, 2002). 4) Leisure and recreational activities are carried out on leisure and holiday tourism (Diao, 2006). 5) Agricultural knowledge tourism mainly takes the form of agricultural activities and agricultural technology exhibitions (Wang, 2013).

According to the business operators, rural tourism can be divided into 1) Household-run small business Model, 2) Individual farmstead Model, 3) Farmer family plus farmer family Model, 4) Corporation plus farmers

Model, 5) Corporation plus community plus farmers Model, 6) Government plus corporation plus farmers Model (Su, 2011).

In terms of community involvement, unlike the “community participation” model of developed countries in the western country, some scholars pointed out that there is a special “community model” in rural tourism in China, which is manifested in the following aspects: 1) Village or rural communities as a closed tourism product, “sell” to tourists in the form of collecting tickets; 2) one company is responsible for tourism development in the village; 3) part of the ticket income is shared by all community members through cash distribution, welfare improvement, etc.; 4) local residents still operate the right to own a small business, but to maintain coordination with the development company (Ying & Zhou, 2005).

### **Rural Cultural tourism**

As a big agricultural country, rural development is crucial in China.

However, the urban-rural dual economy formed by China’s urbanization has put China’s rural areas in dilemma. In order to improve the living standards and economic conditions in rural areas, the Chinese government is vigorously developing rural tourism. As a result of the splendid rural traditional culture fostered by China’s vast territory, rural cultural tourism became one of the popular modes of tourism, characterized by unique rural traditions, heritage and lifestyle (Ying & Zhou, 2007), bringing social and economic development potential for the remote rural areas of China (Wang & Zhao, 2001).

### **Community-based tourism**

Community-based tourism is promoted as a synonym for sustainable tourism which emphasizes the empower and benefit community. It is accepted by the development sector because it aims to achieve economic and social development at the same time (Stephen, 2010). However, the feasibility of this development model in reality has always been question. Time-con-

suming, lack of education, insufficient funds, and conflicts of interest are obstacles to its implementation (Adison, 1996). Gary (1985) emphasizes the importance of villagers’ access to skills and resources.

However, despite the suspicion, the importance of the Community-based approach remains evident. Since 1) local issues will directly affect the tourism experience (Pearce, 1994) 2) The basis of tourism development is community assets (Murphy, 1985). 3) Public participation helps protect the cultural and historical resources of the community (Felstead, 2000). 4) The combination of tourism and community development is beneficial to the long-term implementation of tourism plans.

In China, although rural tourism has indeed achieved substantial GDP growth in decades (Wang, 2013). And Zhang (1998) believed that the growth of rural tourism is largely due to the policies and measures advocated by the Chinese government. The development model has triggered many conflicts of interest between local

residents and developers, and at the same time brought losses to tourism because government pays attention to the rapid economy growth brought by the use of foreign capital rather than focusing on the improvement of the living conditions of the local people (Zuo 2013). In this context, a number of scholars have conducted research on the distribution of tourism benefits and proposed various models (Guo,2011). Some scholars have also claimed the importance of CBT's development in rural China (Ying & Zhou, 2007). Research in this area is temporarily limited and mainly targets the benefit distribution mechanism caused by power relations (Luo, 2005; Ba&Xu, 2013; Guo, 2011; Zuo, 2013; Huang, 2017). The CBT studies aiming for participation is relatively limited and mainly described the developing process and raised general suggestions. The rural tourism research of Xidi and Hongcun ancient village compared decision-making and benefit sharing process in two villages (Ying & Zhou, 2007). Ba & Xu (2013) discussed community participation in rural cultural tourism in Wuyuan.

### *CBT Life cycle*

On the development stage of tourism, Zapata (2011) divided CBT life cycle into three stages: exploration, engagement, growth and development on the basis of Butler's tourism development cycle research. In the author's view, In the first phase, residents have little awareness of the potential of tourism development and few foreign capital interventions happen. The second phase is the initial phase of investment. Projects are likely to be affected by funding constraints in this period. This is also the stage where education and training begin to become necessary. The third stage is depend on the growth of tourists. The first stage is a critical period for ensuring community rights. The second stage is a crucial period for the education of residents.

### **Tourism commercialization & cultural commercialization**

A phenomenon that has emerged in rural tourism is the commercialization of culture. The destruction and demise

of culture brought about by cultural commercialization are common at home and abroad. Greenwood (2004) described the process of cultural loss in the town of Alarde during tourism development and the confusion and helplessness of local residents in the process. The research on the commercialization of traditional Chinese ancient towns is extensive, such as the study of Zhenyuan Ancient Village (Zhang, Long & Zhao, 2019), the Xidi Ancient Village (Bao & Lin, 2015), the study of Zhouzhuang Ancient Town and Yunnan Lijiang Ancient City (Bao & Su, 2004 ). In these studies, the authors all agree that the inevitable cultural commercialization process of the ancient villages.

### **Territorial Cultural System**

Francesco (2016) proposed a new local sustainable development model based on Magnaghi's work. This development model is based on the discovery of local identity and resources, emphasizing the possible role of culture. Different from

the planning model that focuses on economic functional zoning and resource regulation, it regards the place as a rich history, focuses on the value of resources in the conversion process, and generates continuous wealth and benefits for the next generation. By emphasizing cultural dimension of local sustainable development, it is closely connected with the local residents, natural resources and cultural heritage. What rules should be established to use territory heritage to create well-being, lasting wealth, reproducibility of resources and added value of the territory, maximizing the synergy between development factors will be the key to sustainable development.

### **Multilevel Governance**

CBT is generally considered to be the development model of small-scale. However, as a sustainable tourism model, CBT cannot and should not be limited to small-scale implementation. In fact, in the context of rural tourism in China, the mutual cooperation of multiple scales is a more reasonable

development model. How to foster the development conditions that support CBT in external conditions, such as policy promotion and optimization and unified construction planning of infrastructure between CBTs, multi-level management is indispensable. In practice, at Nicaraguan, the CBT Nicaraguan Network was established in 2004 to support and guarantee common knowledge and common actions in training, policy advocacy and joint marketing(Zapata & Hall, 2011). In the development of Xidi cultural tourism, the national policy promoted both the protection of historical heritage and economic development, thereby restricting large-scale development, focusing on the protection and repair of ancient buildings, so that the over-commercialization phenomenon can be avoided(Jiao & Dong, 2017).

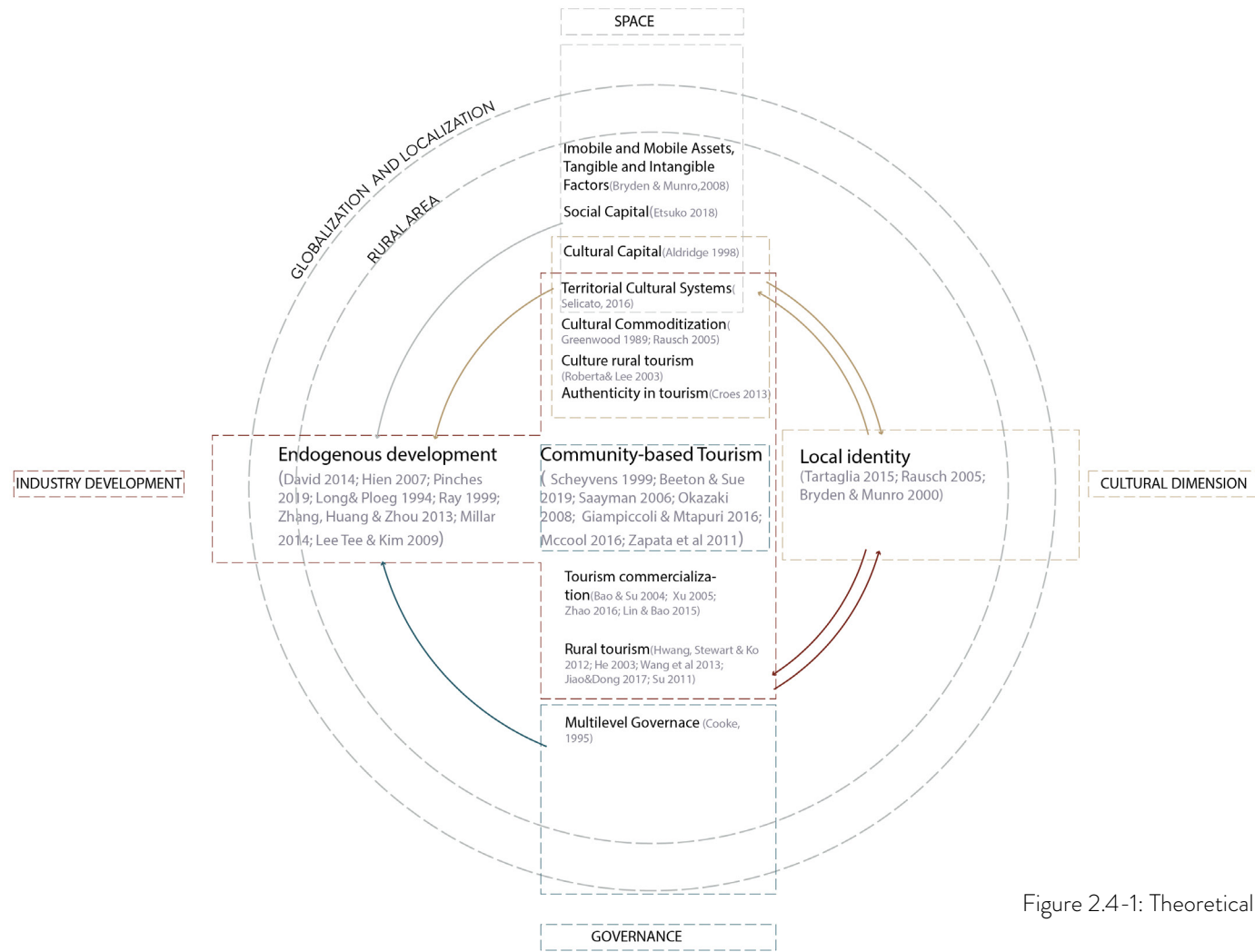


Figure 2.4-1: Theoretical Framework  
Source: Author

## Conceptual Framework

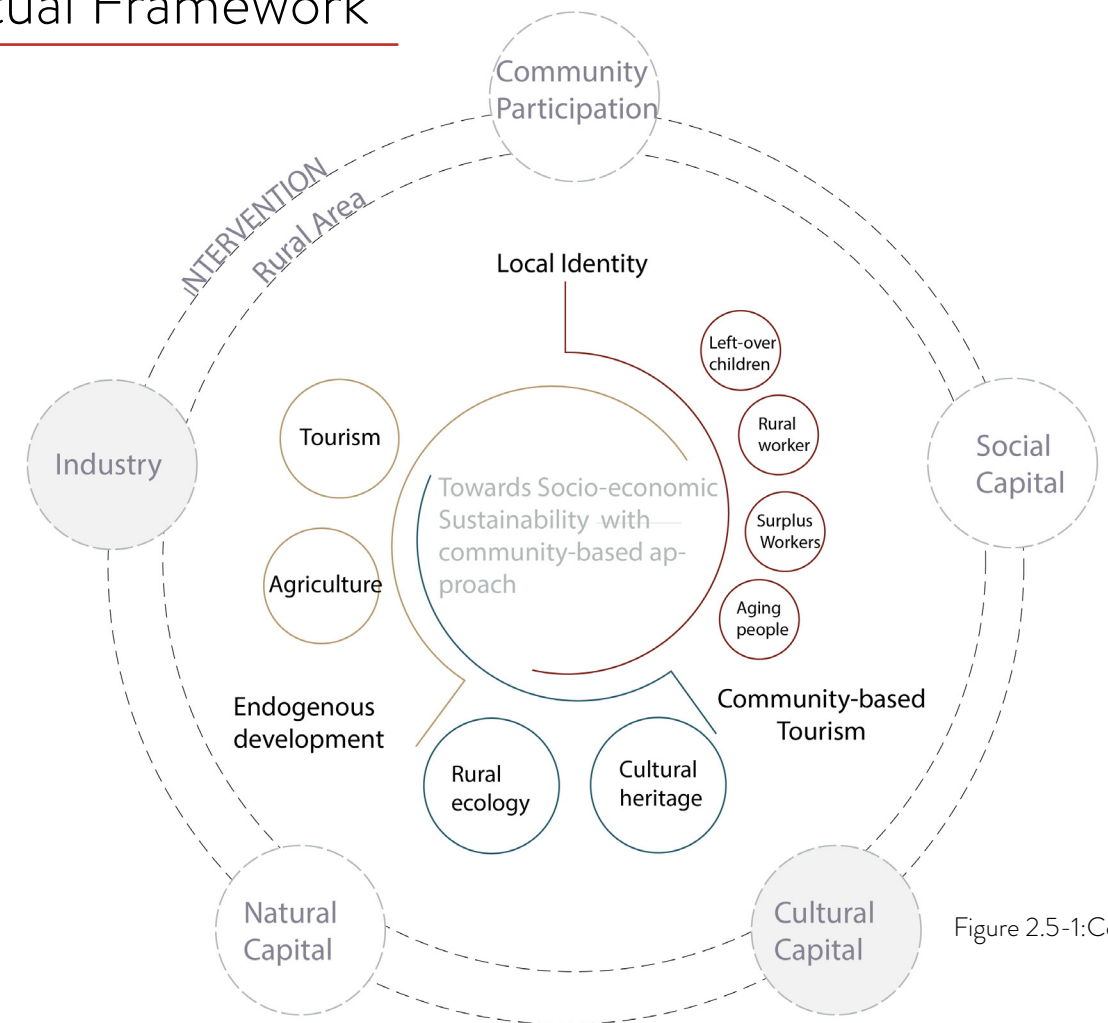


Figure 2.5-1: Conceptual Framework  
Source: Author

By studying the theory and combining with the context of the project, the conceptual framework is proposed: Natural capital (rural ecology) and cultural capital (rural heritage) constitute important assets for the development of the project. The local groups including surplus labors, rural worker, left-over children and aging people are both the target groups of my concern and the social capital that can be utilized. Tourism and agriculture are the local industry that need to be developed. Community participation is emphasized for composing a bottom-up process for tourism development with multilevel governance in three different scales.

With a community-based approach, what this project wants to do is through the emphasizes of culture which closely tied with local community and place, promoting both economy growth and social inclusion. Therefore achieving socio-economic sustainable development.



# Methodological Framework

## Scale

There are three main research scales within different considerations. And as a community-based project, the emphasize is put in the village scale. The analysis will be elaborated in space, activities, tourism, threats, stakeholders and related strategy and design. Then gradually moves to larger system when it comes to network and tourism.

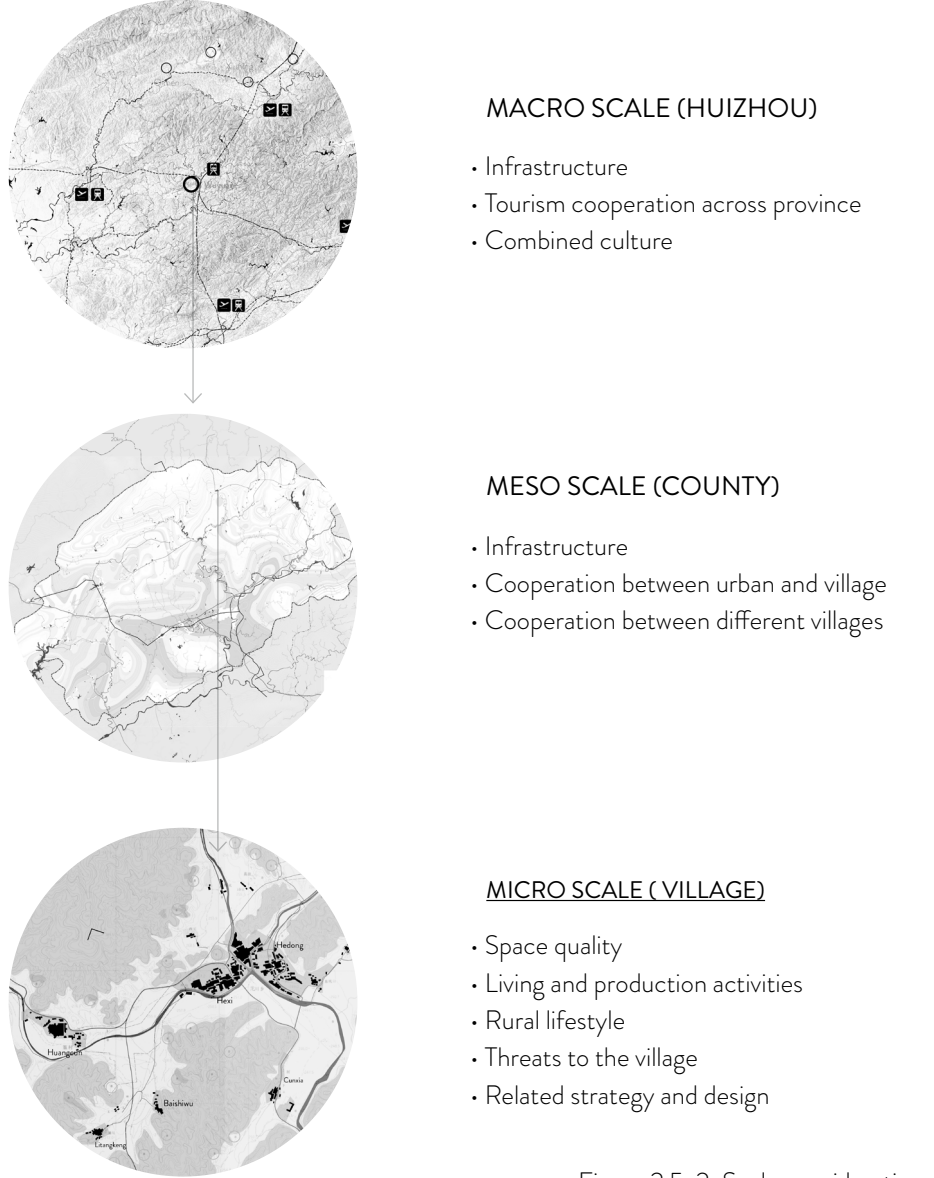


Figure 2.5-2: Scale considerations  
Source: Author

In order to seek the endogenous development model of Wuyuan in the context of cultural tourism, answer questions of how to tap local resources, how to use tourism to activate resources, and how to use the external environment to create advantageous local development conditions, a methodological framework was established.

With community-based and cultural approaches, the information of governance, industry and space is gathered and used to create strategies framework and design outputs.

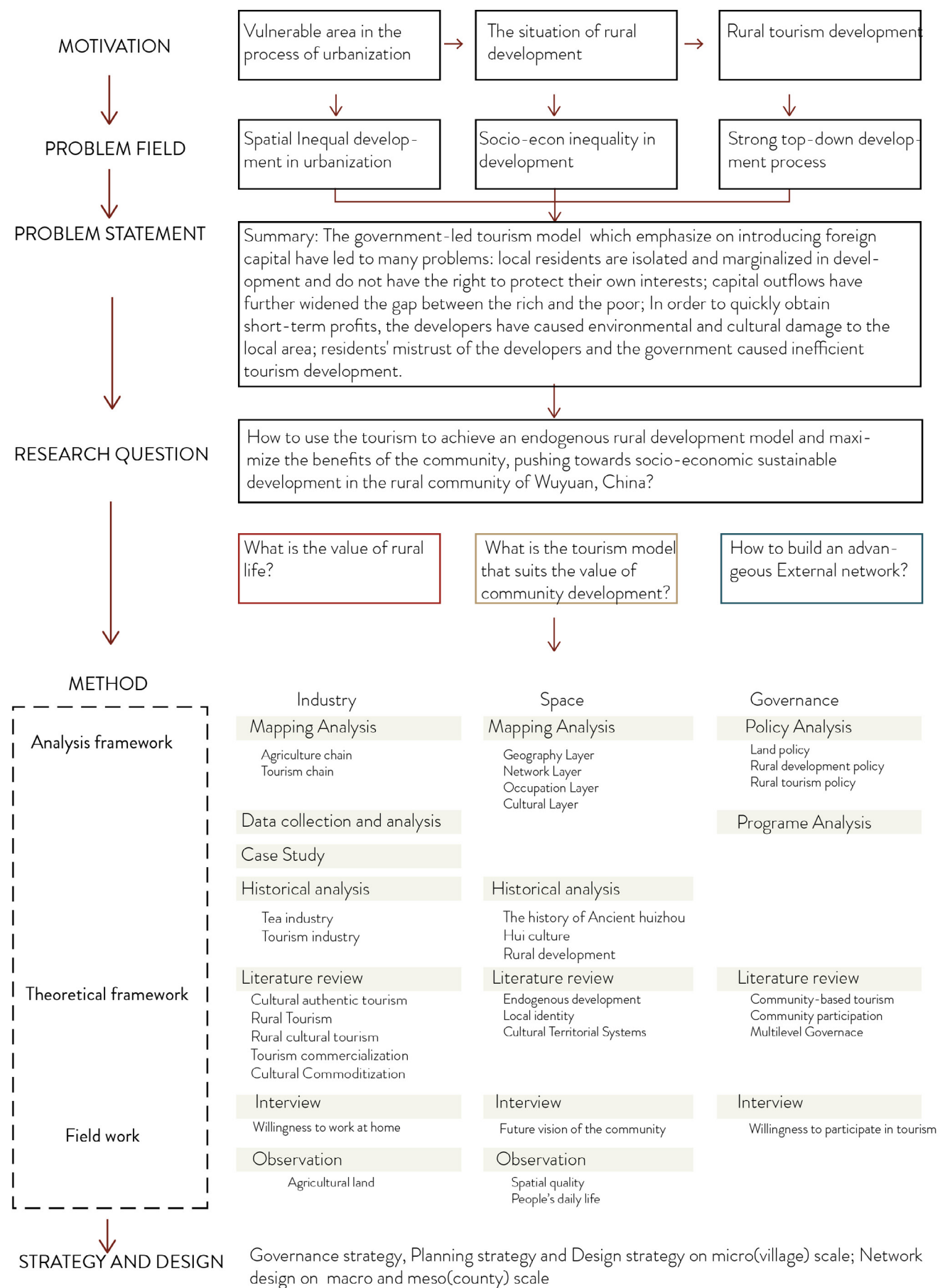
In this process, there are three points need to be highlighted: First, the understanding of the interaction between different layers, the interconnection between different types of resources, and their mutual transformation during the change of the socio-economic structure. Among them, the cultural significance behind space and people's life, the potential of cultural resources, its integration with space resources and the conversion between cultural and economic capital

will be important research parts of historical analysis, spatial mapping and literature review.

The second is the exploration of community-based development models. The interview with local people is particularly important in this part to understand how the residents perceive the community. The residents' real needs will also directly lead to the output of the strategy. At the same time, recognizing both advantages and disadvantages of CBT in theoretical research.

The third is the output of multiple scales. The importance of external networks is also recognized in community-based research methods. Which leads to the cognition and exploration of resources through different scales. In the strategy, through the establishment of the network and mutual cooperation, the resource aggregation effect is exerted.





## Conclusion

In China's urbanization development process, the government's exogenous development model which based on the theory of the growth pole, has caused regional uneven development and the marginalization of the vast countryside. With the rise of rural tourism, this exogenous development model is proposed again. It did not aim for improving the living of poor people in the local area, but instead increased the gap between the rich and the poor, weakened the rights and interests of local residents and damaged local culture and natural environment, forming an unsustainable development model.

Based on the theory of endogenous development, with an community-based approach, this project emphasizes the use of local resources, community participation, and the sustainable exchange of cultural capital and economic capital. It hopes to support the local development economically and provide livable life for local residents.

In seeking a feasibility path for this development, the indicator of this project will not be the growth of the total economic volume, but the factors that represent the interests of local residents, such as the per capita income of local residents, the degree of infrastructure improvement, the protection of culture and the local environment. This will also require interviews and understanding of the residents' wishes, integration of resources in quality and quantity, and use the mapping method to reflect on the spatial level, while drawing theoretical solutions from literature review to conduct analysis and design.

Figure 2.6-1: Methodology framework  
Source: Author

## Analysis

### 3.1 Understand the village life:

3.1.1 The logic behind

3.1.2 The village

3.1.3 Conclusion: Values and threat

### 3.2 Tourism

### 3.3 Stakeholder



Image3.1-1 Village scenery  
Source: Google Picture

The analysis chapter consists of three parts. The focus is on villages, tourism and stakeholders, supporting the subsequent strategies for space, economy and governance.

1) Understand the village life is intended to explore the features of rural life and its value to modern life. A more detailed analysis of the relevant spatial characteristics of the village is conducted. It also summarizes the threats to rural life under urbanization and tourism development.

2) The analysis of tourism links villages to a larger system. The search for large-scale resource cooperation has also provided multiple possibilities for infrastructure construction. After understanding the existing connections in tourism, the tourism mode of tourists who came to the village was evaluated for exploring the new mode in line with the community value pursued by the project.

3) Stakeholders' analysis explores the incentives behind rural development. How exactly is rural development driven by these four roles: government, developer, tourist, and villager between protection and change. Through the analysis of the common interests of different stakeholders, in the context of emphasizing the value of the community, preparing for its improvement in the strategy and design.



# Understand the village life

*"It was believed that village life was able to sustain the origin of human character through dialogue between man and the natural landscape" (Lin, 1940).*

As the carrier of China's thousands of years of traditional culture, the logic behind rural life is closely related to the value of "following the pattern of nature" in Fengshui, and the 24 solar terms. Together they contributed to the special spatial characteristics of the village and its changing laws at different times. The first part of this section, the logic behind, explains this in detail and explores the villagers' perception of the village under this influence. The second part specifically analyzes how the space of traditional villages affects villagers' lives through comparison of two sites in different development states, including the interaction between space with activities, time, and changes in villages during development. Finally, it sums up the value of village life and the threats it faces.

## The logic behind

Fengshui theory provides a special landscape environment for the village's natural layer. The location of the village is in a series of natural elements, including a river in the front of the village and an important mountain in the back of the village. The alleys and buildings are also placed under the rule so that most of the buildings could face south. The major alleys is east-west. These effects contributed to the village's ventilated corridors and more sunshine hours.

With different types of spaces were formed in the village under the rule. The combination with the production land, includes farmland in front of the village and tea farm in the mountain. Multiple connections between people and space are generated.

These connections change through time to form different states of space. The important changes stems from the impact of farming activities and the village's special festivals throughout the year.

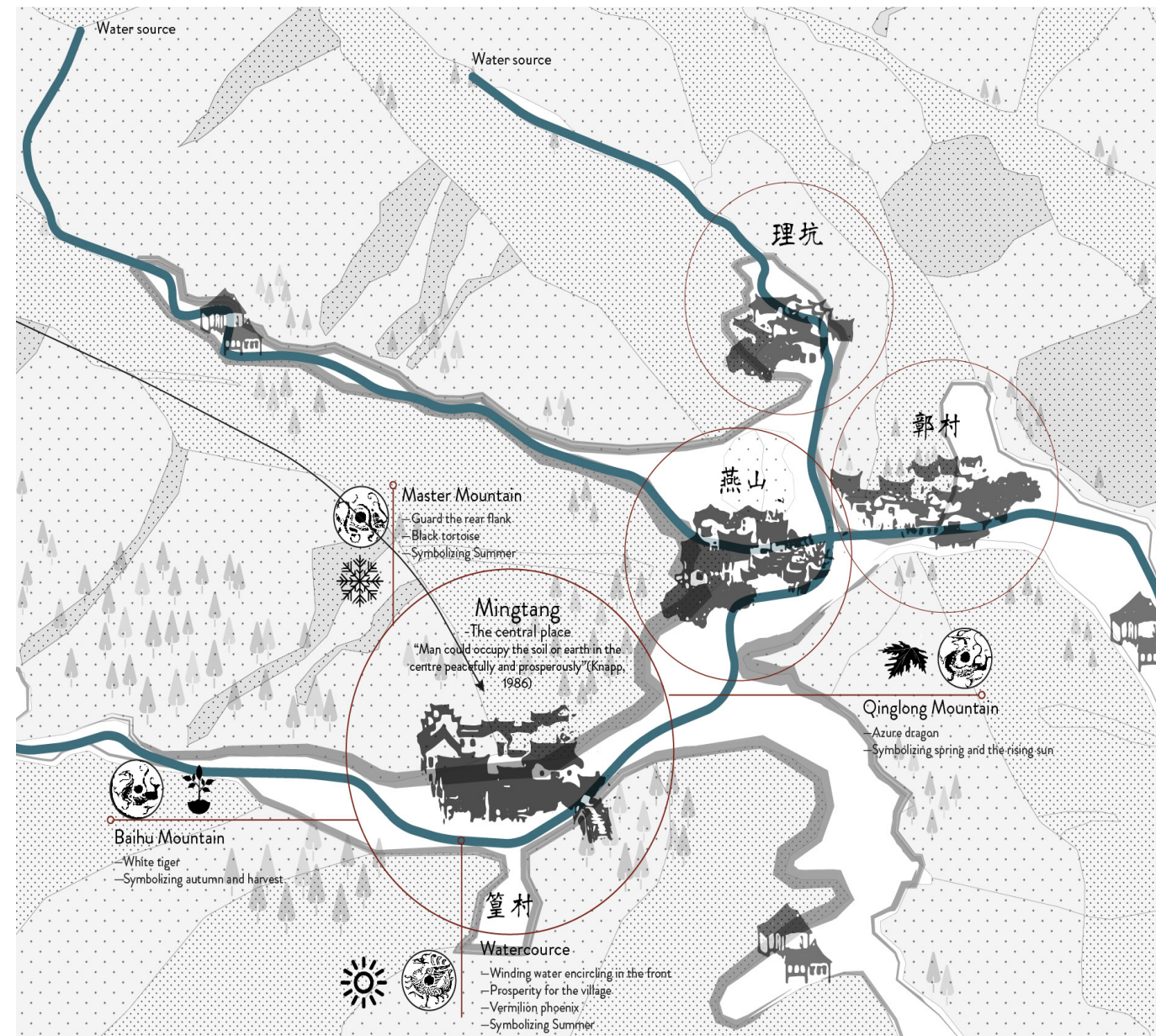


Figure 3.11-1: Analysis of the relationship between village and natural landscape  
Source: Author, based on 3d map in Google earth pro

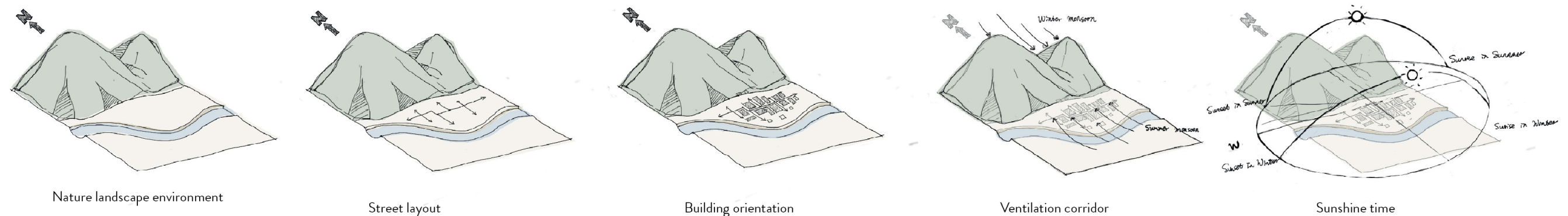


Figure 3.11-2: The influence of Feng Shui theory on space formation  
Source: Author



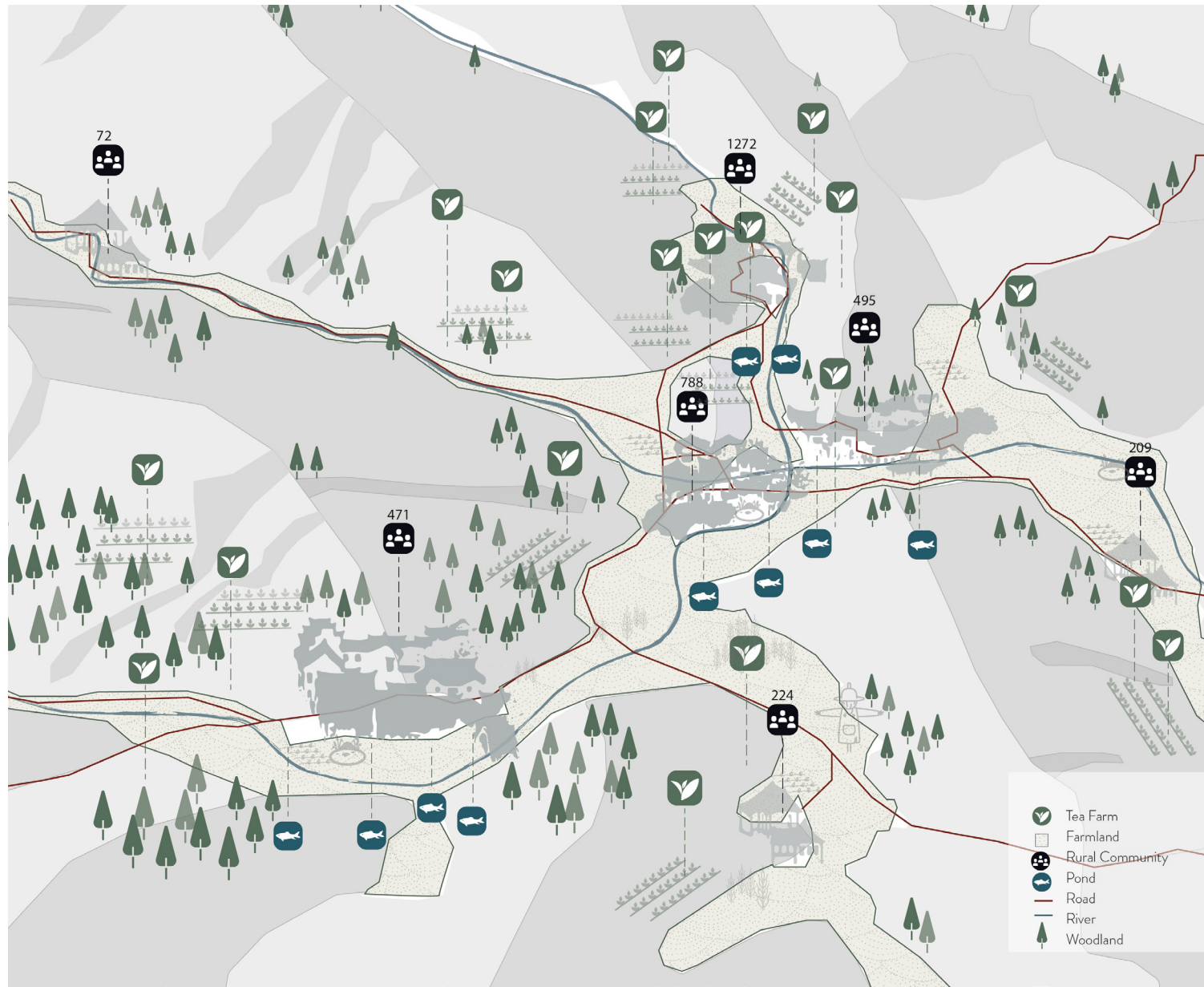


Figure 3.1.1-3: Village Production and Life Activities

Source: Author, based on 3d map in Google earth pro and landuse map provided by Tuochuan township government.

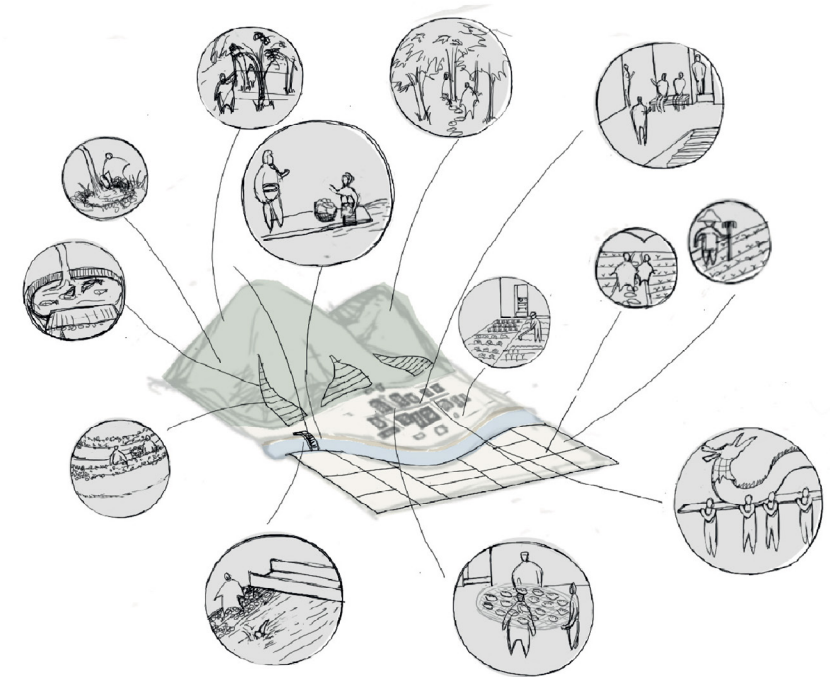


Figure 3.1-2: Analysis of Village Production and Life Activities

Source: Author

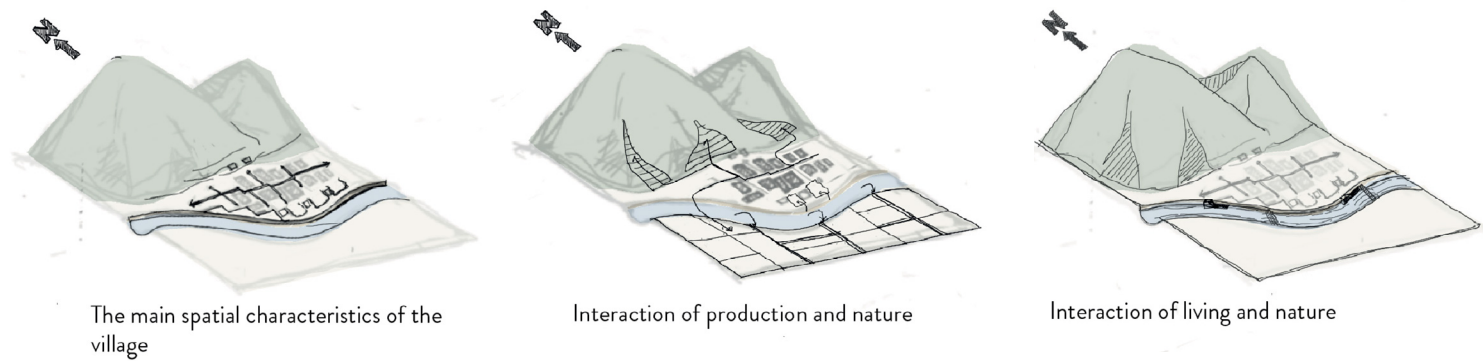
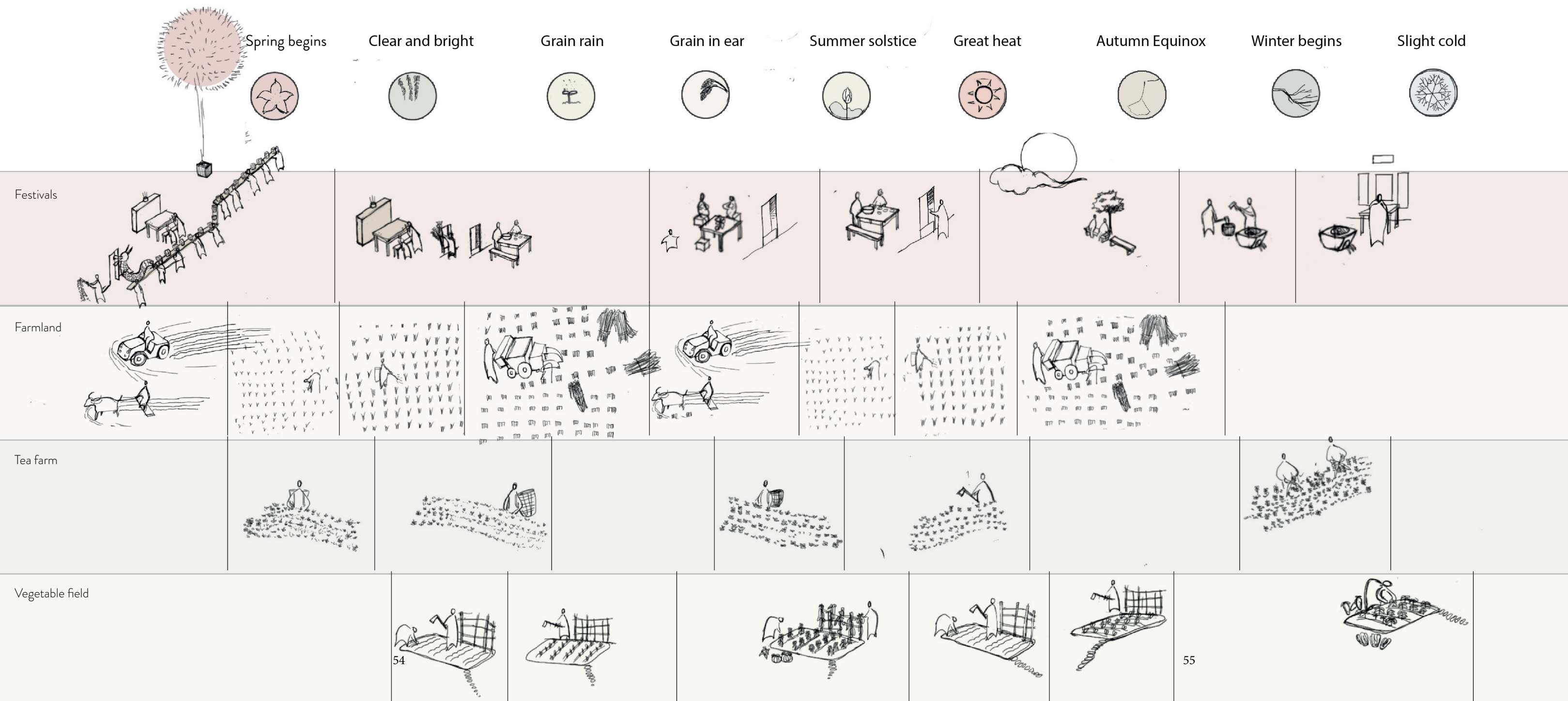


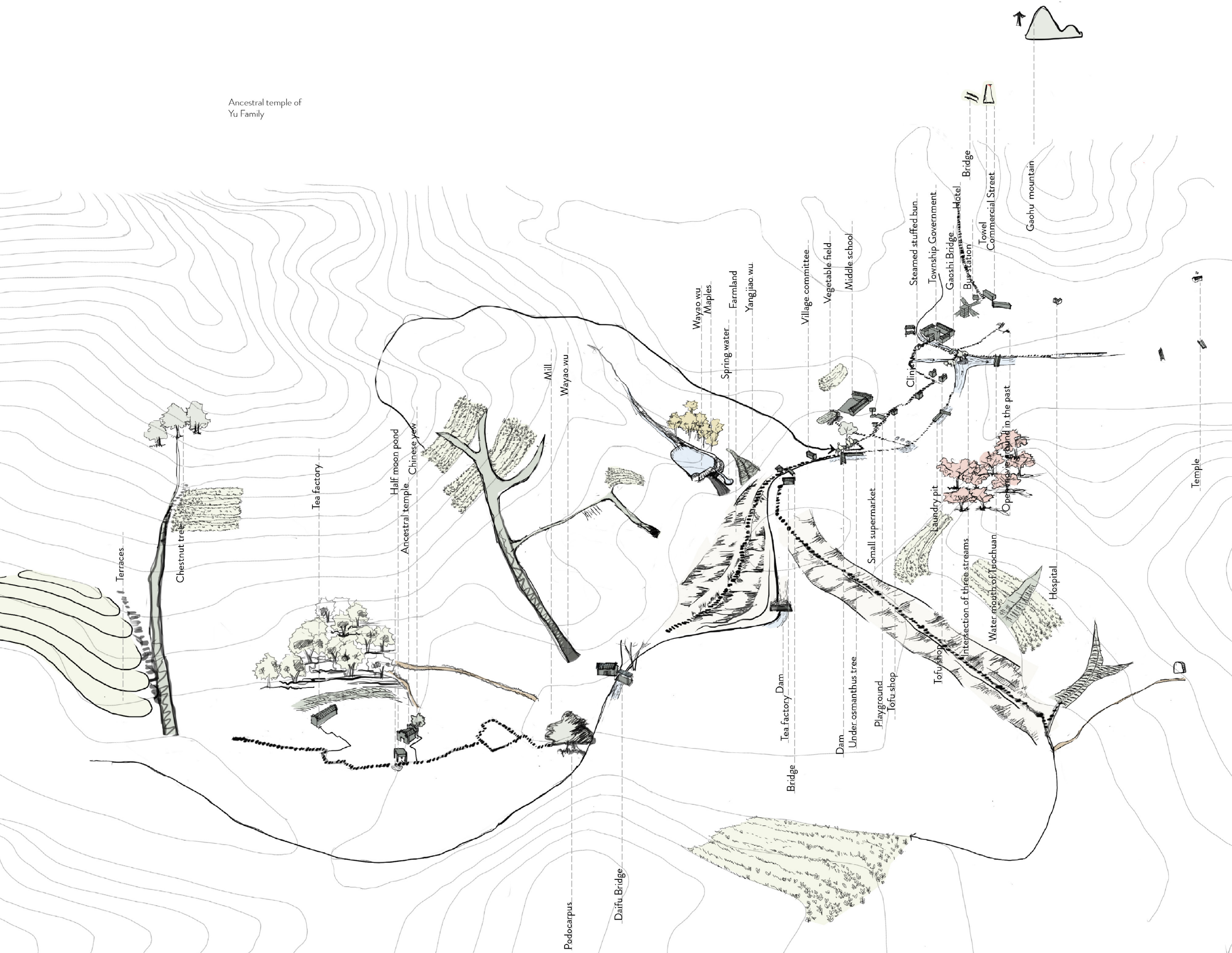
Figure 3.1.1-4: The interaction between space and production and life

Source: Author

Figure 3.11-5: Rural routine under the influence of 24 solar terms  
 Source: Author







*Villagers' perception of the village*

Under the spatial influence of Feng-shui and the special time schedule in the village, the local people's perception of the village space is also very interesting.

Through the collection of village memory maps and descriptions of villages. Local people's memory of the village has formed an overview map. Which shows the most memorable point for villagers are:

- 1) The node formed by the superposition of natural features and cultural meanings (eg. water mouth). As the main characteristic factor of village location, the cultural significance formed at some nodes with special natural characteristics has also been spread as a story and has become a collective memory and a part of local identity.
- 2) Places with special functions in the village. Village temples, ancestral halls, tea factories, small shops (tofu shops, bun shops) and playgrounds in important village alleys.
- 3) Major alley and traffic nodes, especially bridges. Villagers are particularly impressed by the main alley in traditional villages. The cultural significance behind the bridge also makes it deep in people's memories.
- 4) Agricultural land. The agricultural landscape has become an important

Figure 3.11-6: Memory map of the villagers

Source: Author, based on the description and hand drawing of villagers



part of the villagers' memory because of its close connection with people's production activities and as an important part of the rural landscape.

5) Special nodes in the natural environment. Within walking distance, the natural environment not only provides important agricultural production sites and burial grounds. The breeding plants such as chestnut forest, peach forest, and maple leaf forest, due to their special landscape characteristics and the fruit-picking activities provided, has close connections with children's amusement activities.

### The village

The interaction between the villagers and space have been studied in more detail in two sites of Tuochuan in Wuyuan. One is the administrative township of Tuochuan, it is the seat of the township government, and at the same time carries more functions to serve other villages. It also has undergone more changes due to rural and tourism development. The other one is a small village under Tuochuan which remains relatively more traditional village features. These two villages are about 1km away from each other.

### *The spatial features of traditional village*

The spatial features of traditional villages are summarized in two parts. One is the main part of the village and the other is the special edge.

The density of the main part of the village is relatively high, most of which are connected by alleys of about 2 meters. Alleys are the important public spaces inside the village. The space with higher density, close distance between houses, pedestrian-only features also provides advantages for the vitality of village life. Villagers will chat, greet and play in the alleys. Some important small shops are also distributed along the main alleys. During special festivals, important activities such as setting off firecrackers, greeting lanterns, and setting off fireworks are also performed in the alleys. Everyone can feel the festive atmosphere of the festival by standing at the door.

The edge of the village has more flexible and rich space as it contains more elements. It is where production and living lands meets. In the case of vegetable fields, ponds, rice fields, and paths interlaced with each other, it creates more diverse connections with people. It also maintains good permeability to natural landscapes. The smaller buildings scattered around

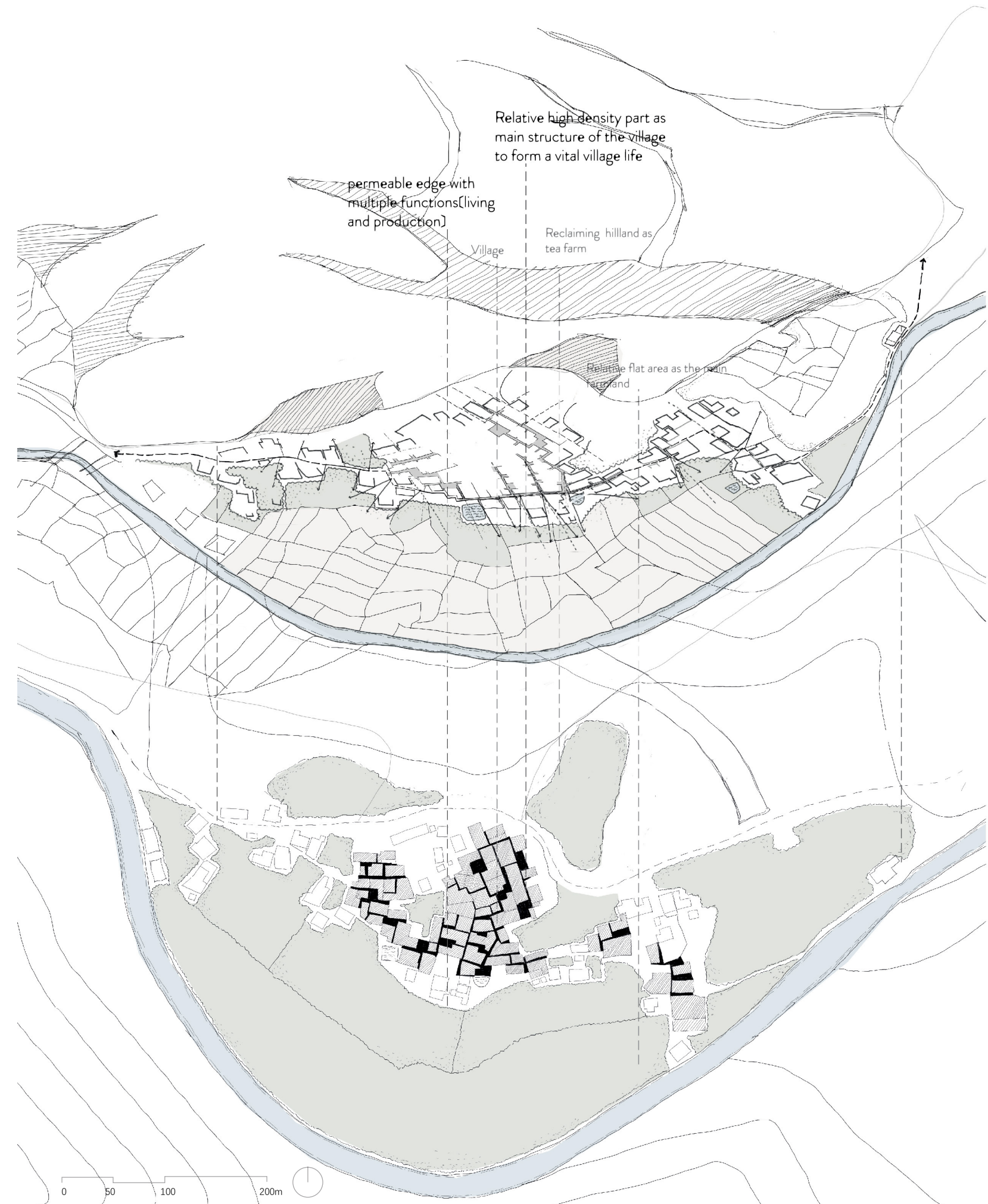
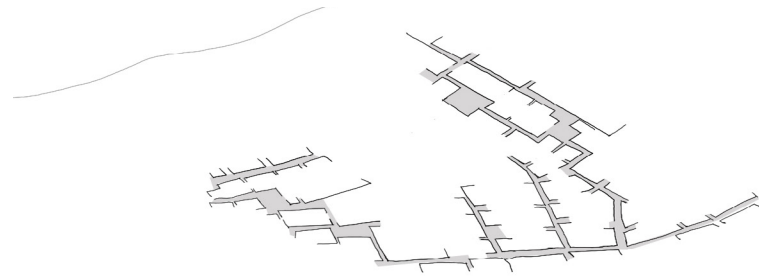


Figure 3.1.2-1: Spatial analysis of the traditional village  
Source: Author

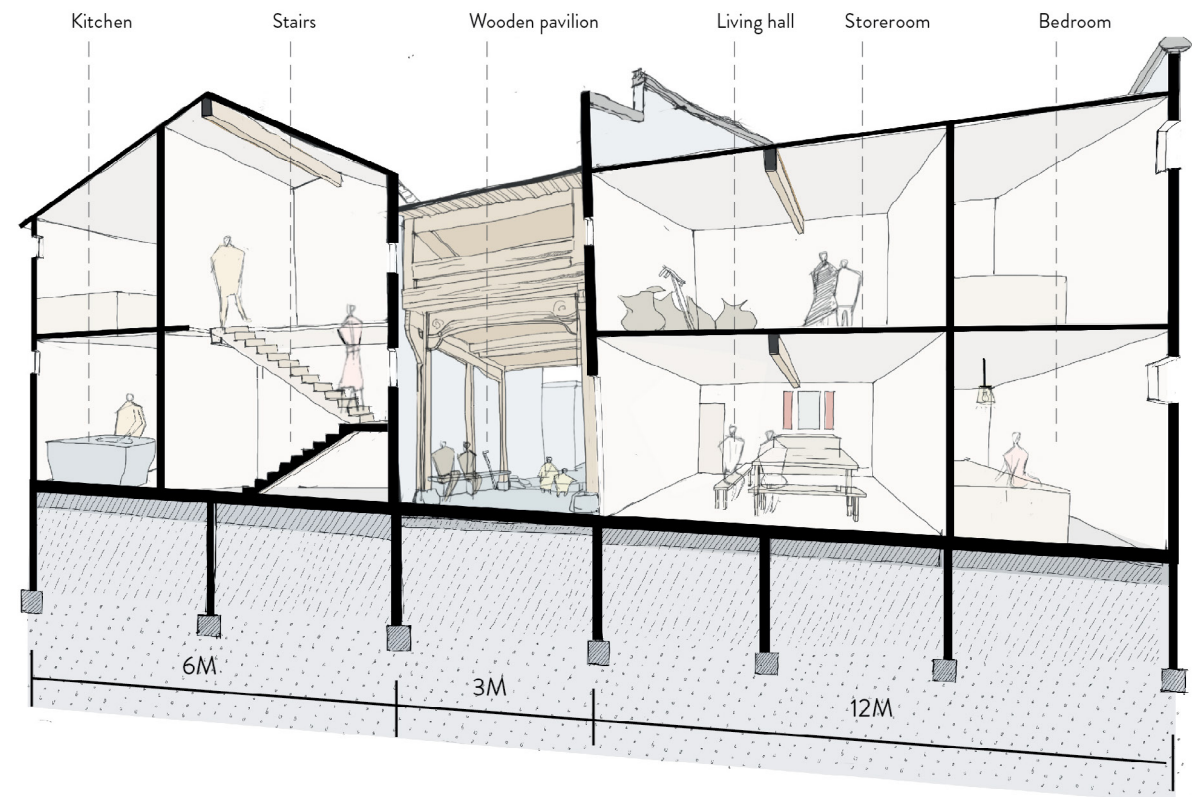
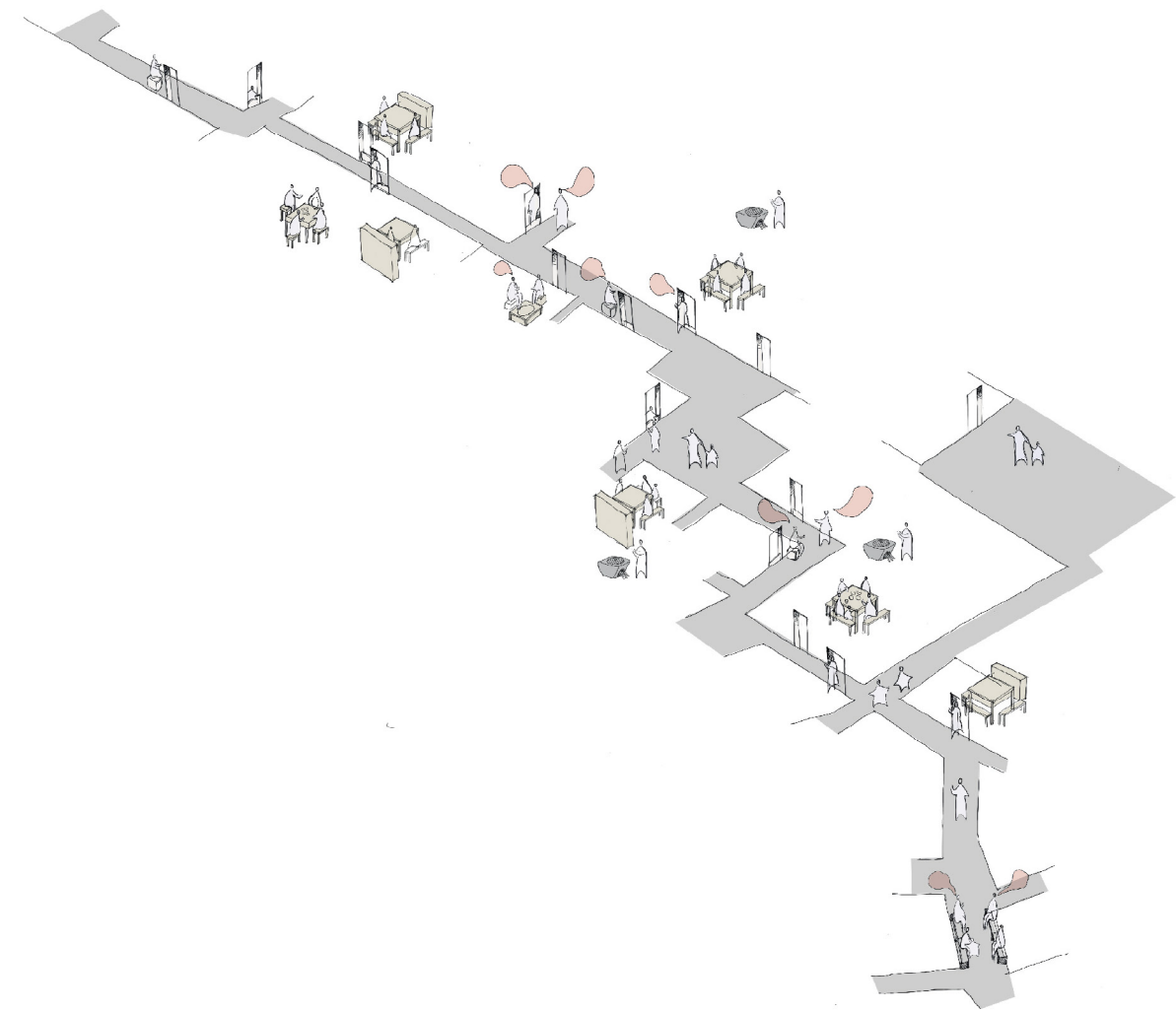
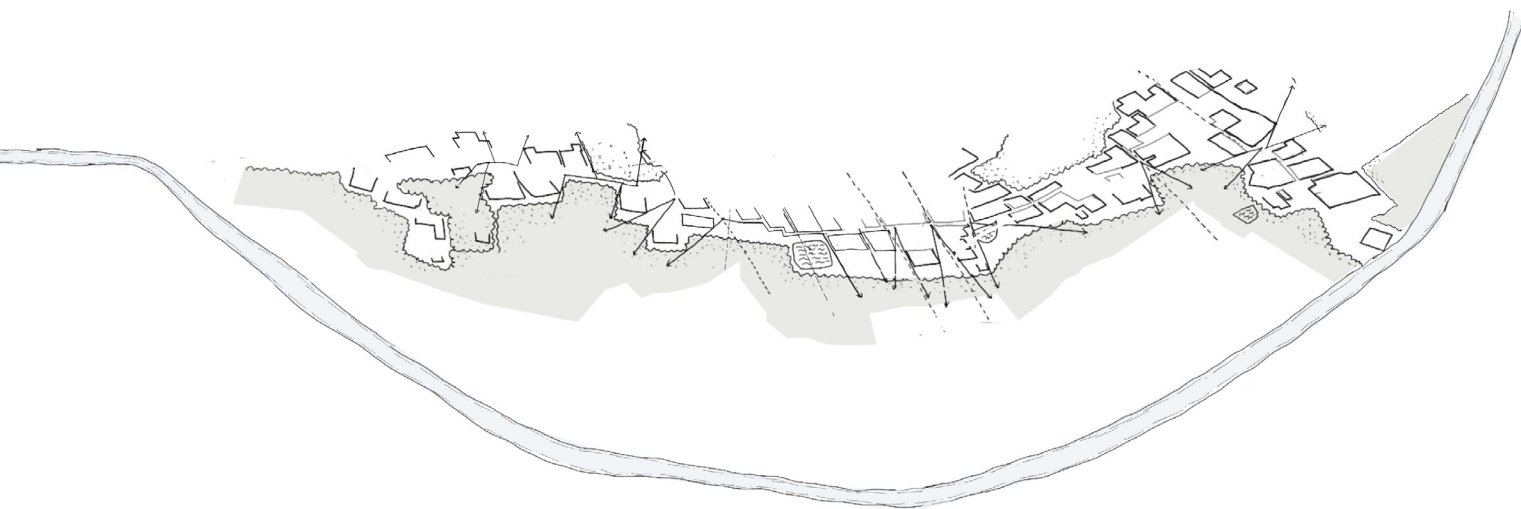


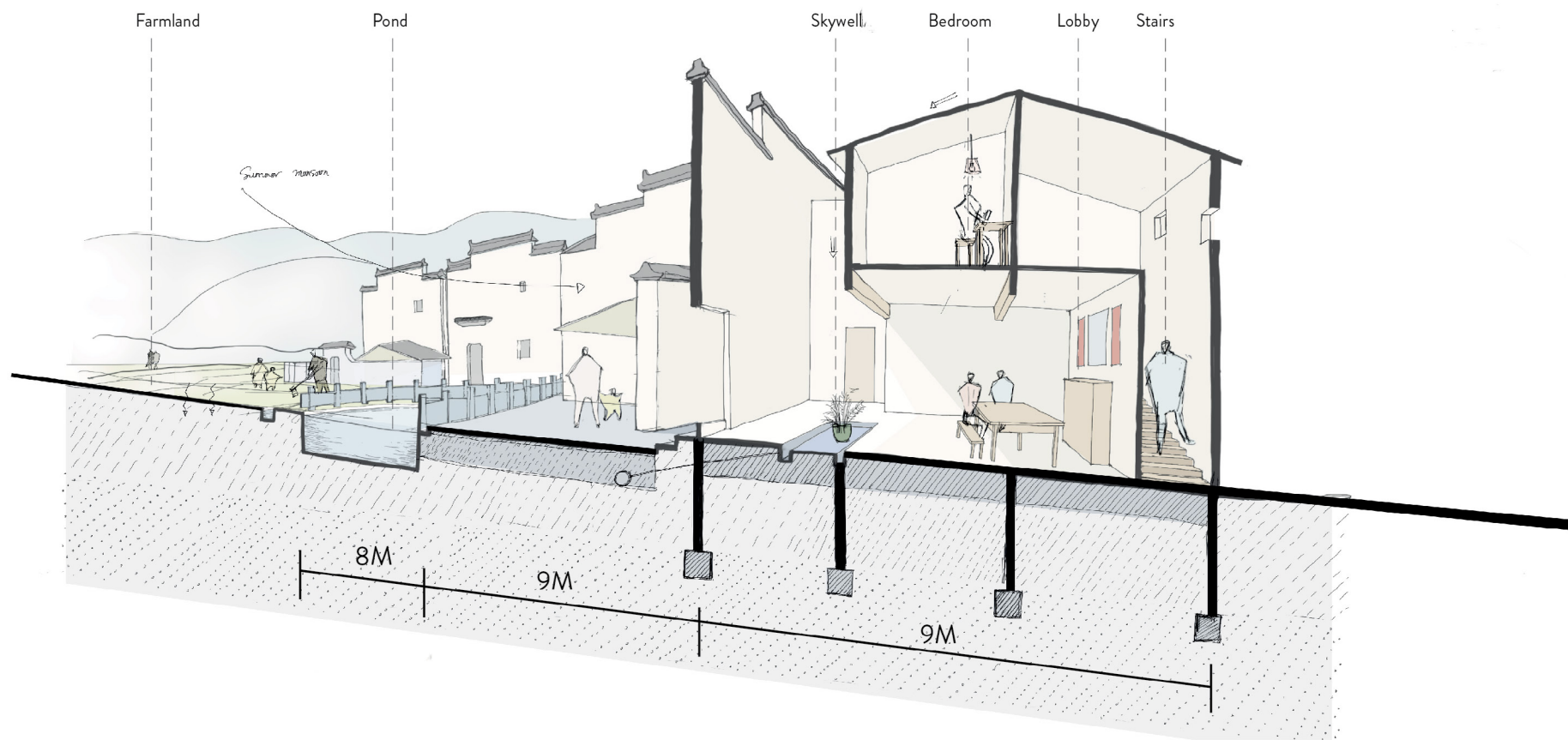


The main part of the village



A permeable edge with multiple functions





the village edges make it possible to feel the natural landscape even in the alleys inside the village. With the advantages of natural conditions brought by Fengshui theory, including plenty of sunshine, summer breeze and more land to be use. There are also more possibilities for the shaping of public space here.



Figure 3.1.2-4: Spatial characteristics of the edge  
Source: Author



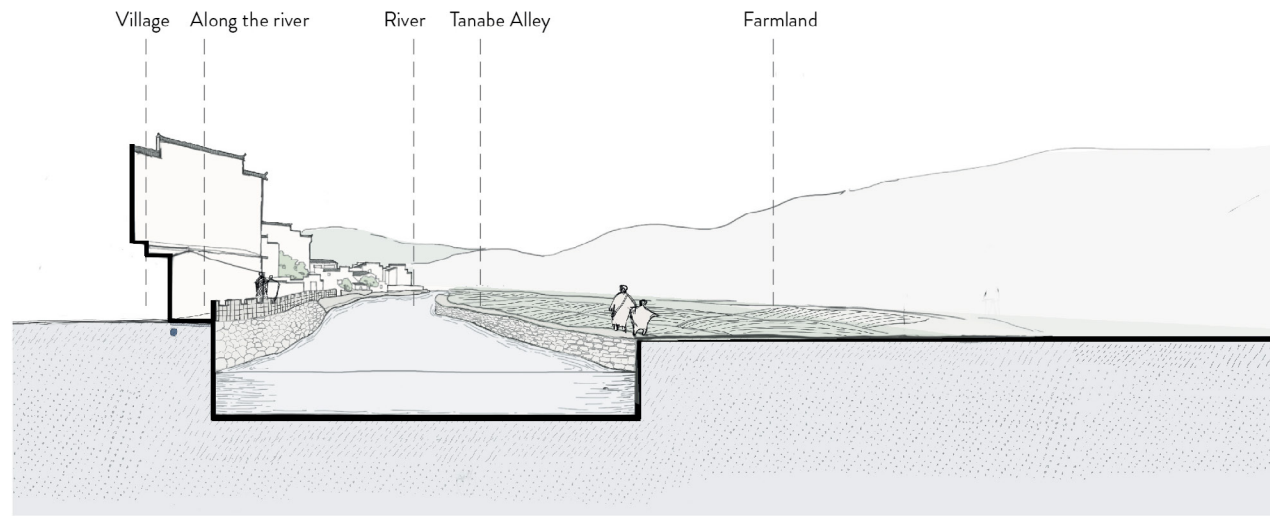


Figure 3.1.2-5: Morphology analysis of the second site  
Source: Author, based on auto cad provided by Tuochuan township government

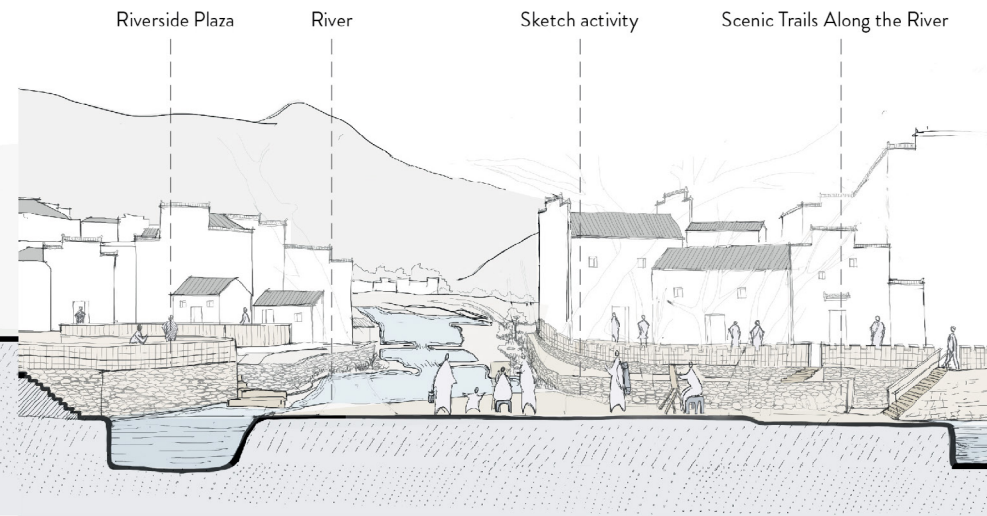


The changing functions of edges

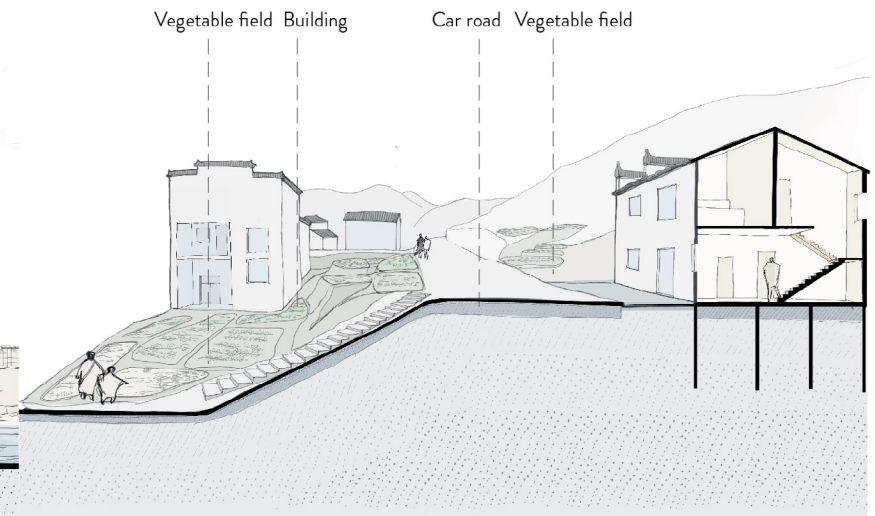
Gradually densify along the edge of the river



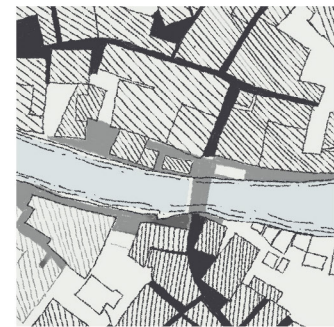
The addition of tourism features



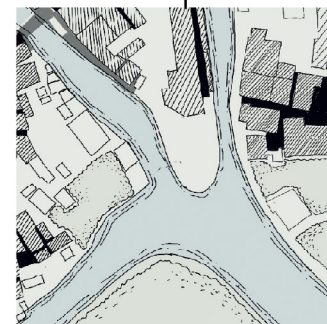
Destruction of village landscape by adding the function of large infrastructure



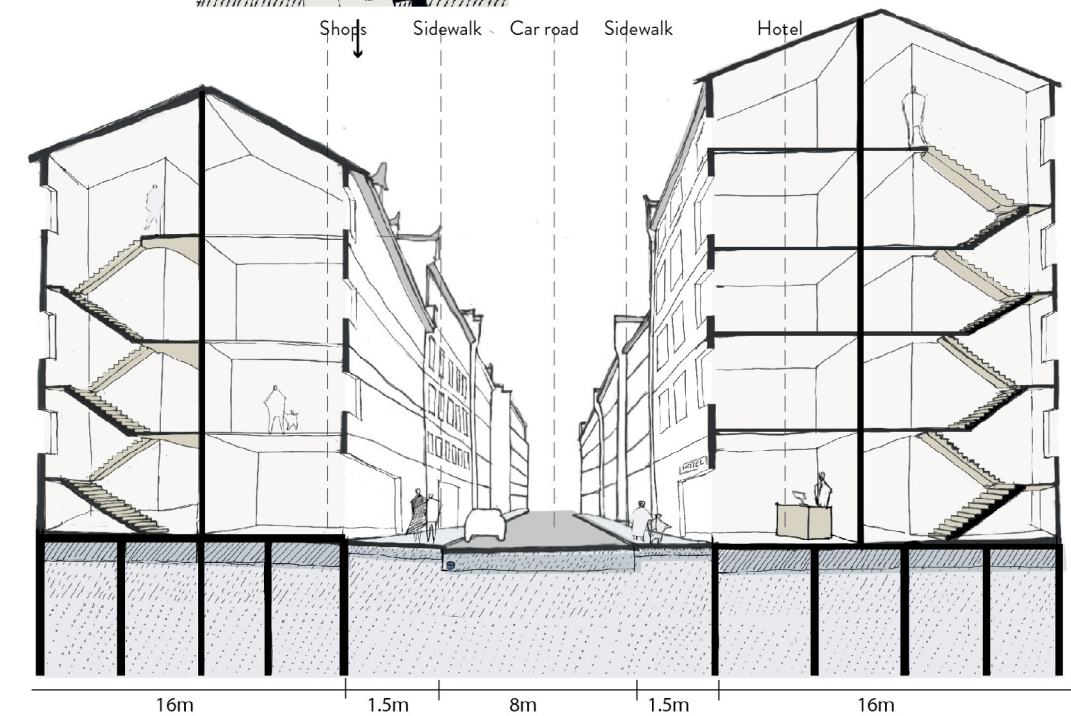
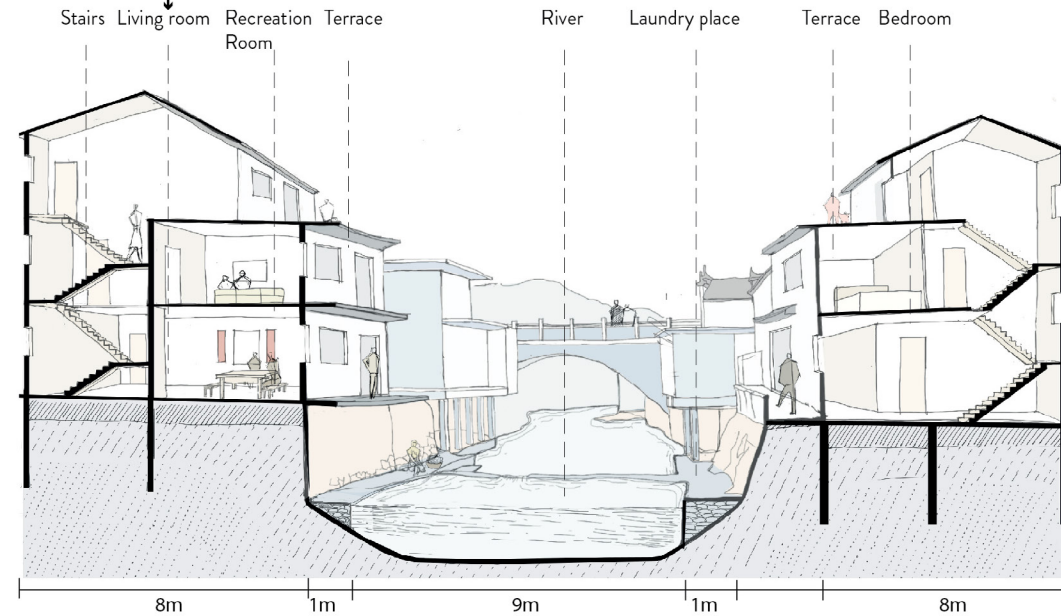
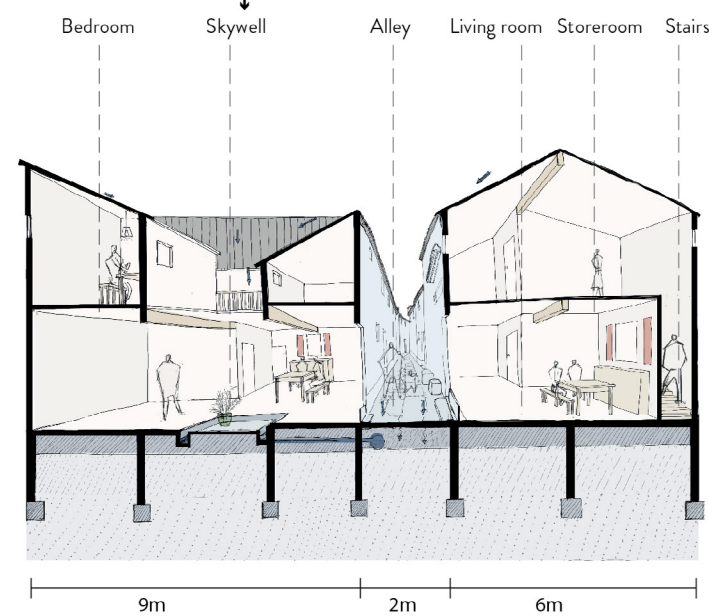
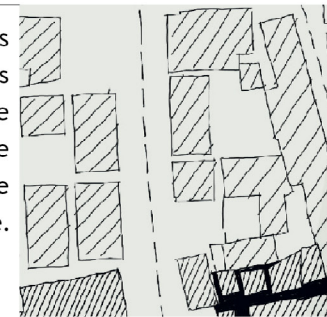
Traditional alley



The densify along the river gradually blocked the riverside landscape and reduced accessibility along the river



The addition of roadways and commercial facilities gradually destroyed the traditional fabric of the village and blocked the view of natural landscape.



Changes in architecture and street

Figure 3.1.2-6: Six different typical spaces in the site  
Source: Author



*The village under change*

In the second site, more changes are added to the village's traditional spatial system.

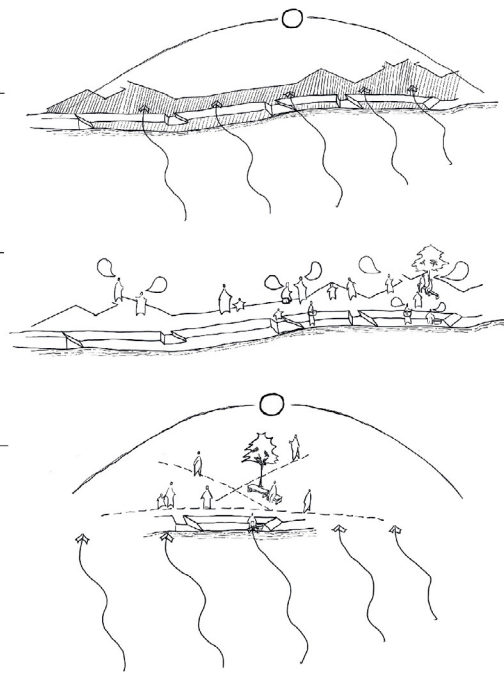
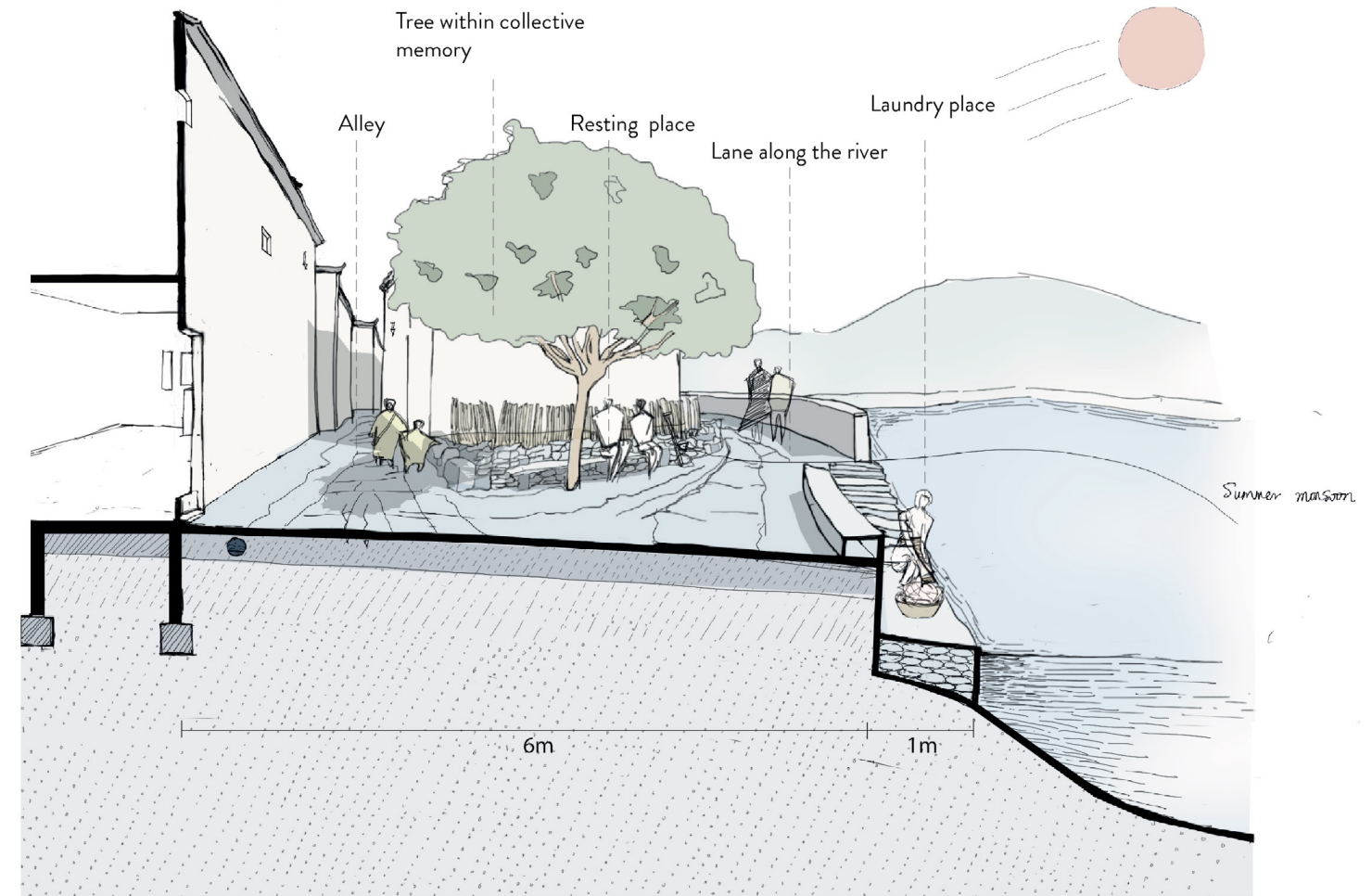
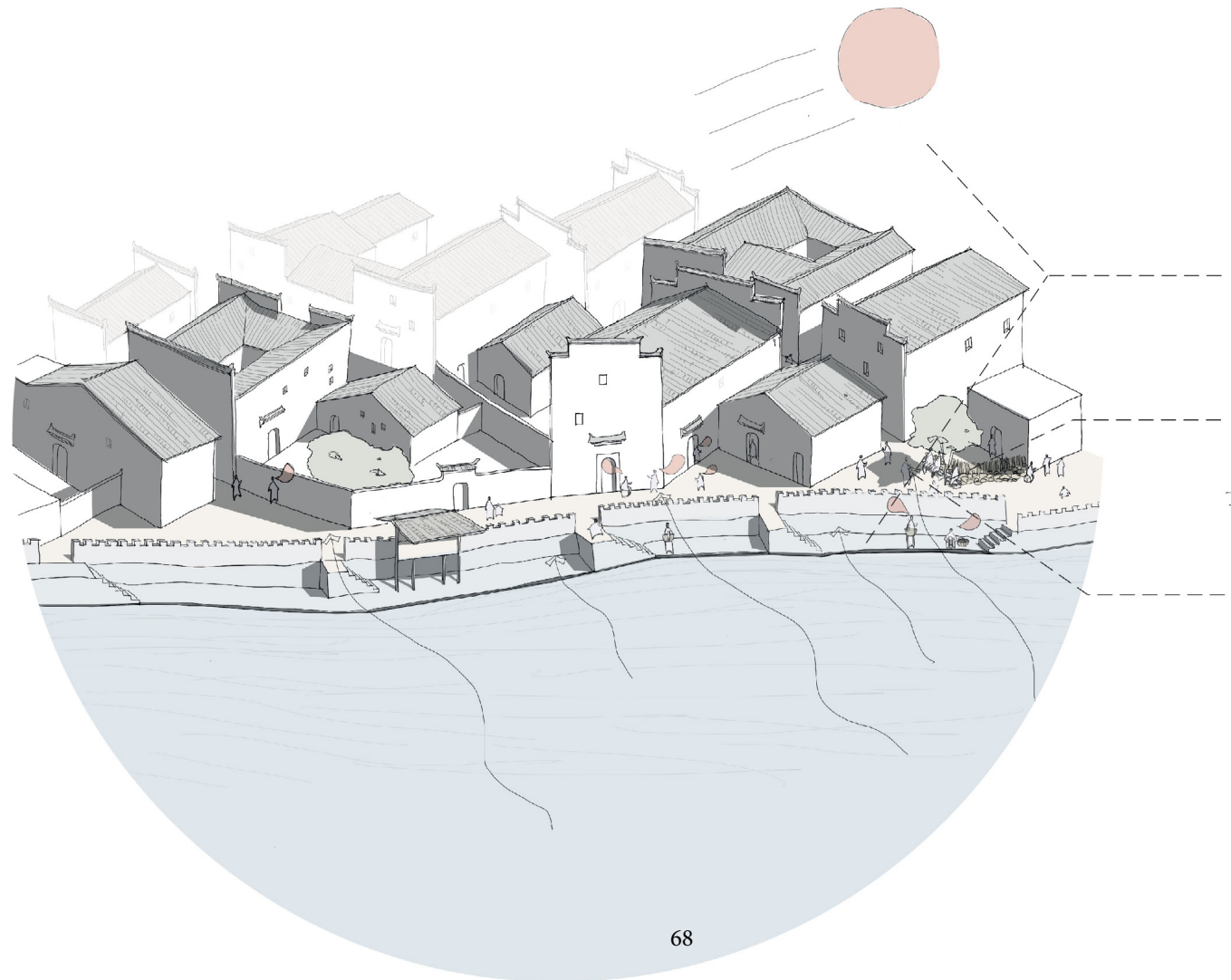
It maintains some traditional alley structure. Although due to densify demand, houses were built along the edge of the river, the landscape of the river was blocked. And the accessibility of the space along the river gradually decreased.

Commercial areas built for tourism also caused further bad influence. Poor consideration of natural space penetration. Motorways across villages bring noise and pollution. The introduced commercial street functions gradually depart from the needs required by the community to serve

tourism.

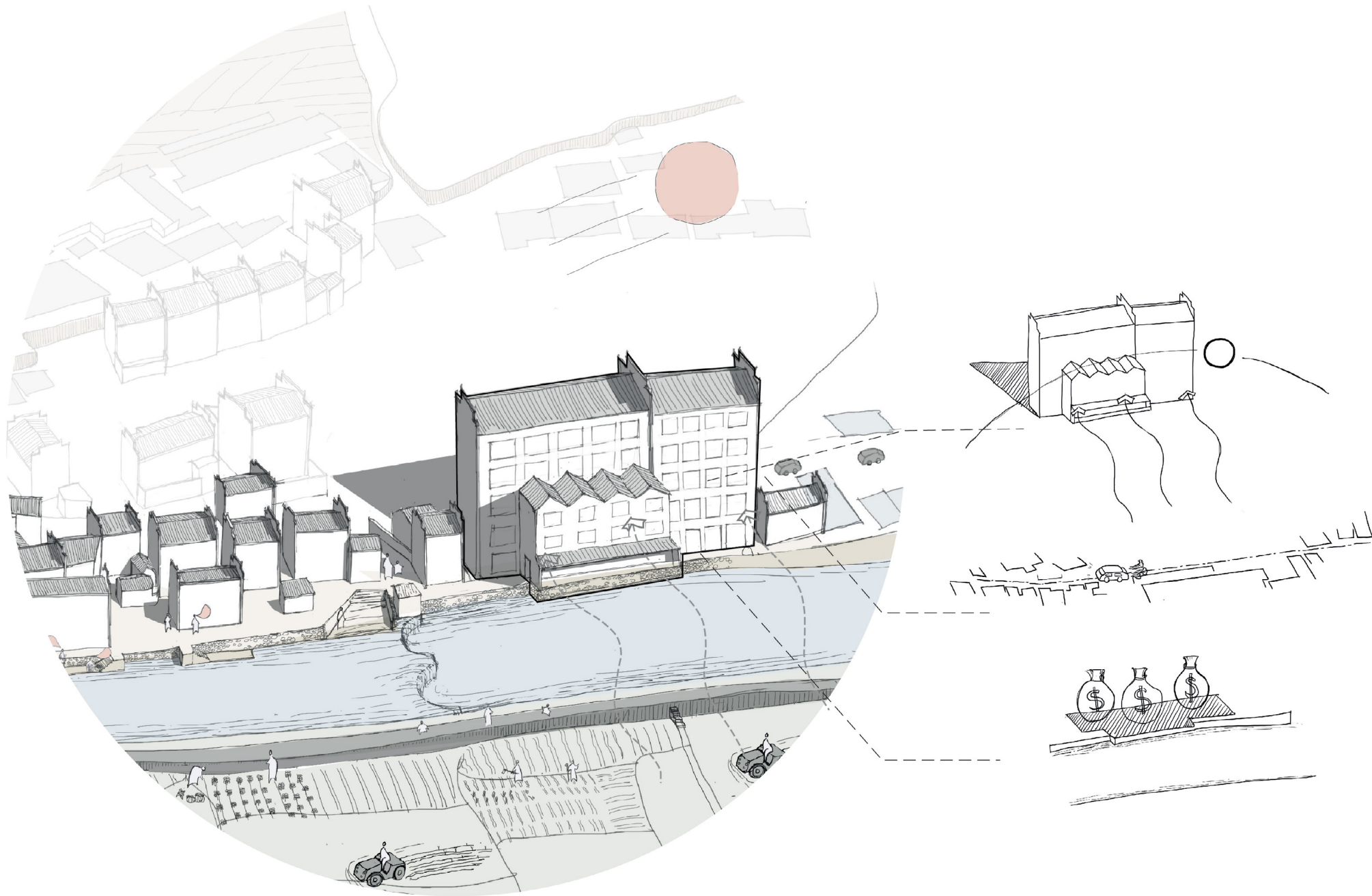
At the edge of the village, the tourism functions and large infrastructure are also added. The new functions brings new possibilities to the shaping of the space. But the necessity and carrying capacity of these functions then has also become a project consideration. In the current situation, the construction of infrastructure is too close to the village, which not only damages the village landscape, but also cuts off the connection between the living and production land. The impact of noise and pollution on village life also has become more serious.

By comparing two types of space of the village (Figure 3.1.2-7 and Figure 3.1.2-8), it is found that the space quality of traditional villages is be-



- The advantages that nature provides for space continue
- A certain flow of people at the intersection, a superposition of rest and laundry functions and collective memory has shaped a popular public space
- Public functions along the river are retained

Figure 3.1.2-7: The quality of traditional space  
Source: Author



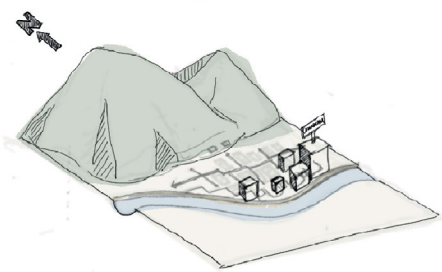
The construction and expansion of high-rise hotels hinder the penetration of sunlight and breeze and the landscape of the river into the village

Large infrastructure directly leads to the village's interior, which has caused damage to the village's fabric and brought about adverse effects such as noise and pollution

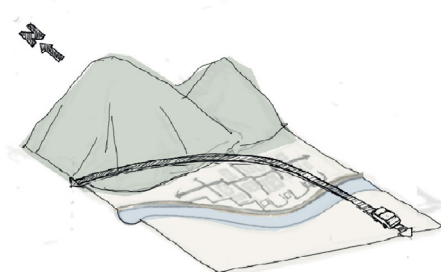
Public functions along the river disappear and are used by private capital to grab profits

ing lost during the expansion. The important advantages considered by Fengshui theory, sunshine time and the breeze were blocked due to the large hotel construction. The traditional village space was destroyed by the construction of motorway. The public functions of the space along the river are occupied by private capital.

In terms of rural routine, the village still has the habit of celebrating several important festivals of the year together. During the festival, villagers make different foods together and participate in collective celebrations. As a part of the villager's spiritual life, the villager's sense of identity and belonging to the village has been improved. Since most of the workers in the village return home during the festival, the festival is also the most lively moment in the village. Production activities in the village revolve around the village's main crops, tea and farmland. Three collections of tea, fertilization, and pruning; farmland cultivation, transplanting, fertilization and harvesting, plus sowing, weeding, and harvesting of vegetable fields at different times throughout one year.



Waterfront environment blocked

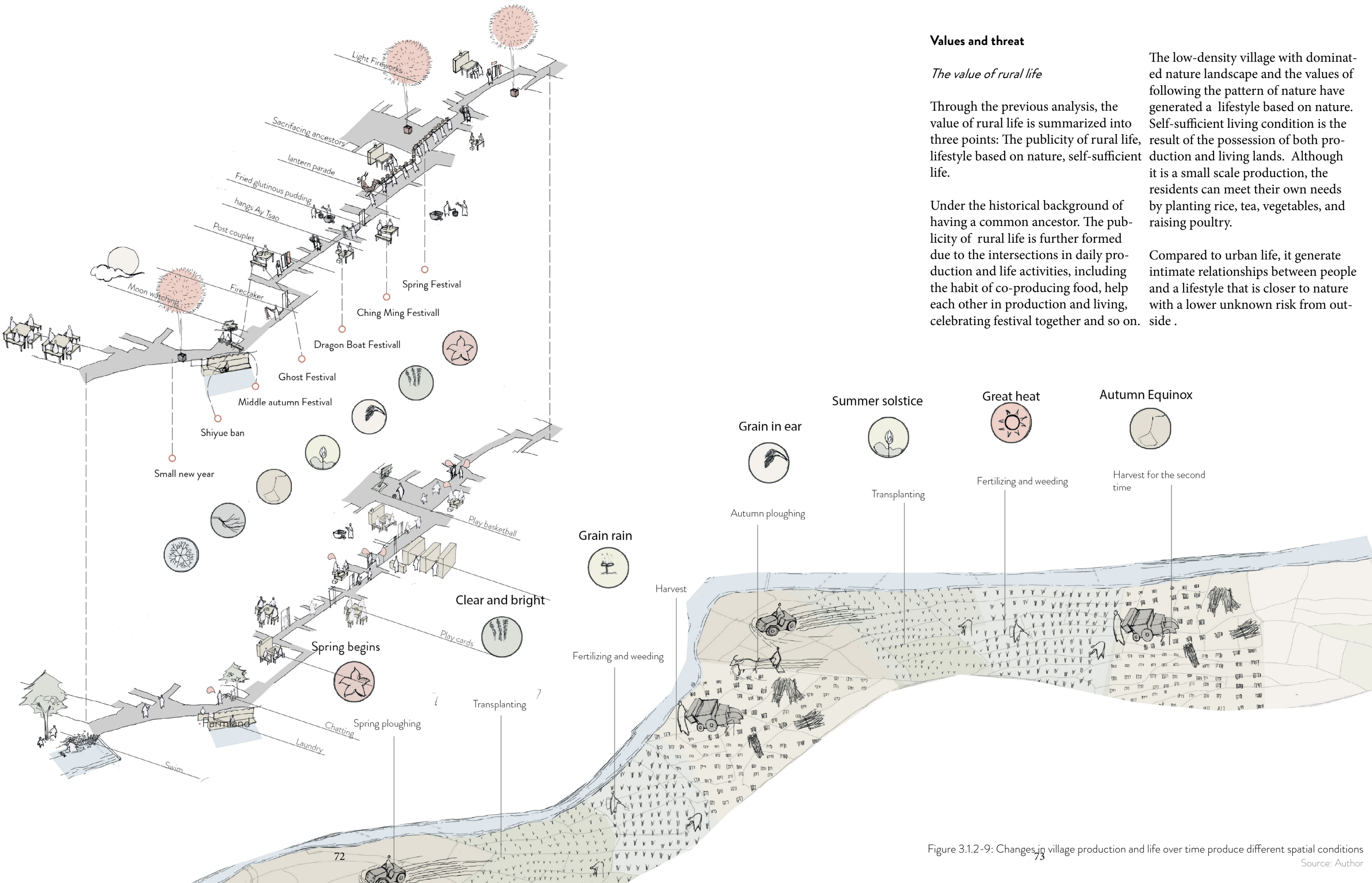


Construction of large infrastructure



Abandoned production land





**Values and threat**

*The value of rural life*

Through the previous analysis, the value of rural life is summarized into three points: The publicity of rural life, lifestyle based on nature, self-sufficient life.

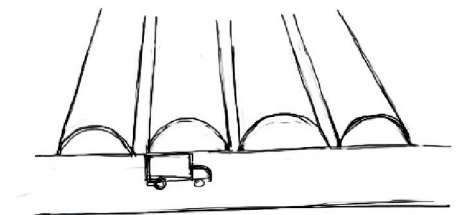
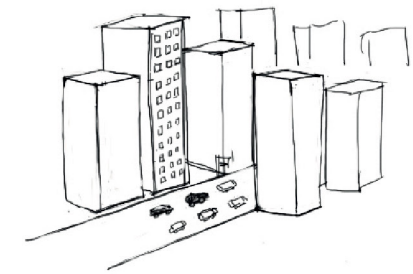
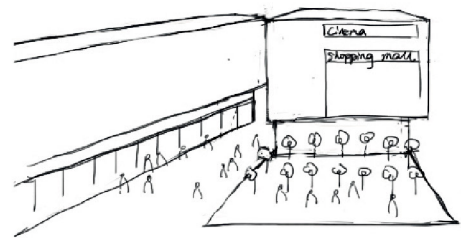
Under the historical background of having a common ancestor. The publicity of rural life is further formed due to the intersections in daily production and life activities, including the habit of co-producing food, help each other in production and living, celebrating festival together and so on.

The low-density village with dominated nature landscape and the values of following the pattern of nature have generated a lifestyle based on nature. Self-sufficient living condition is the result of the possession of both production and living lands. Although it is a small scale production, the residents can meet their own needs by planting rice, tea, vegetables, and raising poultry.

Compared to urban life, it generate intimate relationships between people and a lifestyle that is closer to nature with a lower unknown risk from outside .

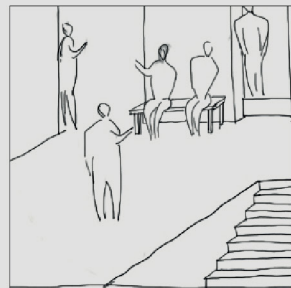
Figure 3.1.2-9: Changes in village production and life over time produce different spatial conditions  
Source: Author

Figure 3.1.3-1: The summary of the value of rural life compared with urban  
 Source: Author

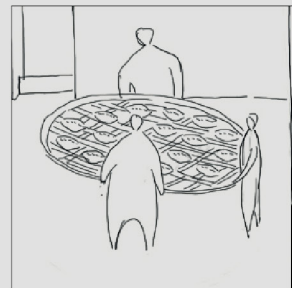


URBAN LIFE

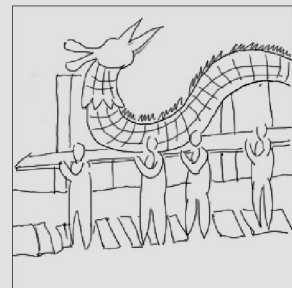
Publicity of village life



Certain density



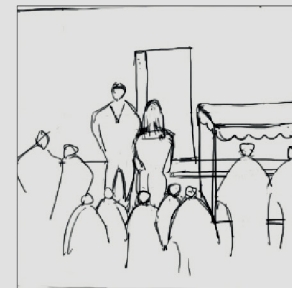
Cooking food together at festivals



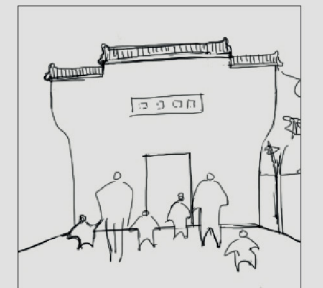
Special activities at festivals



Small scale neighbourhood



Mutual blessings for wedding



Common cultural background

Lifestyle based on nature



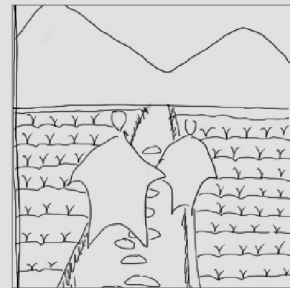
Water Activities



Drinking mountain spring water



Picking wild fruits



Green landscape



Seasonal landscape



Respecting nature

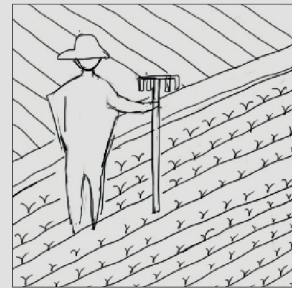
Self-sufficient village life



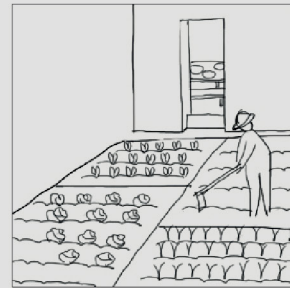
Aquaculture



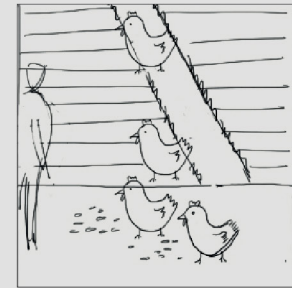
Tea farm on mountain



Farmland



Home vegetable field



Livestock breeding

RURAL LIFE



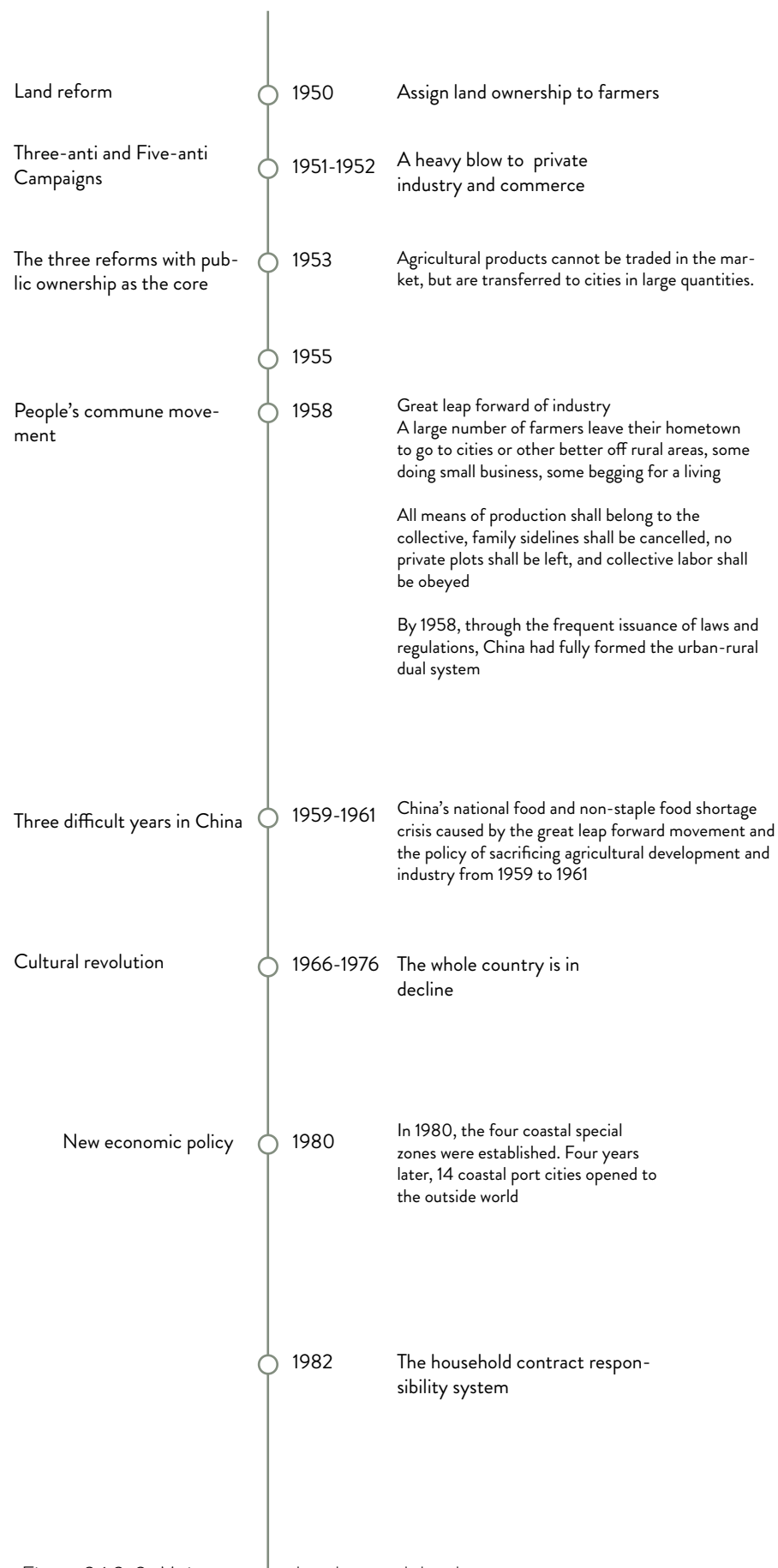


Figure 3.1.3-2: Major events related to rural development  
Source: Author

### Threat

The threat to the value of rural life is caused by the special history of rural development in China and the current improper development of tourism.

*The gradual breakdown of the relationship between local residents and land*

#### 1) Loss of land ownership

Since 1949, rural land ownership has undergone several reforms. And farmers gradually lost their ownership of land. Land is mainly dominated by the government's will (including transfer to developers).

#### 2) Loss of labor

At present, about a third of the population of Tuochuan is working in other places, mostly in nearby big cities such as Hangzhou and Shanghai all the year round, left the village with the elderly and children. And some cultural traditions and customs cannot be maintained because of it. The loss of labor has gradually weakened the interaction between people's production and space in the village.

*Backward local economy and strong foreign intervention*

In the process of urbanization in China, which attaches importance to industrial development. Countryside has been sacrificed for the city for many years, obliged to provide food to the city and has no right to market pricing. The rural areas also have to bear various taxes before 2005. These all leads to extreme poverty in the rural areas. And the bad influence lasts

Figure 3.1.3-3: Mobile community

Source: Data provided by Tuochuan Government (2019)

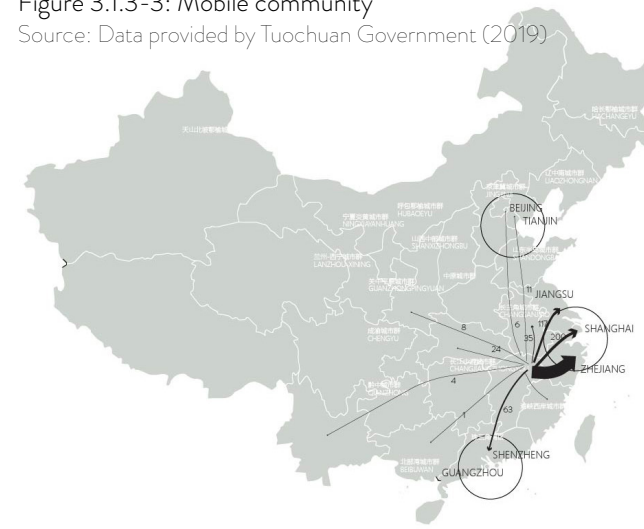


Figure 3.1.3-5: Village collective economic situation (2016)

Source: Data provided by Tuochuan Government (2019)

Village name	Number of people	Operating items	Income(Euro)
Hedong	2236	Shop	4595
Hexi	2050	Woodland	1212
Likeng	1203	Rural tourism	17781
Xiaotuo	919		0

Figure 3.1.3-4: population mobility of Tuochuan

Source: Data provided by Tuochuan Government (2019)

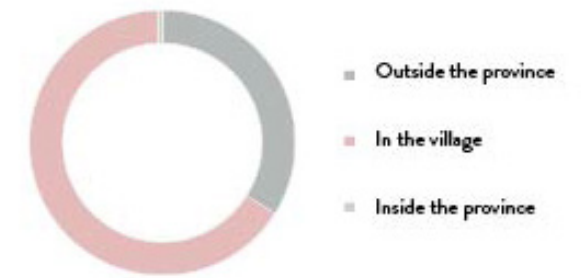
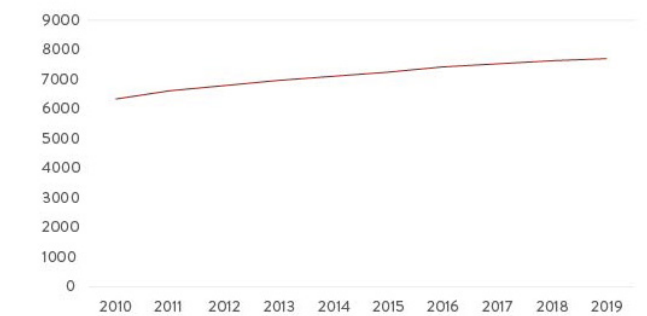


Figure 3.1.3-6: population growth of Tuochuan

Source: Data provided by Tuochuan Government (2019)



till now.

Due to the single industrial structure, the current economic situation of the village is very negative. Although tourism development has brought some income to the village collective, but the increase of per capita income is less than 20 Euros. The local economy does not provide jobs that meet the wages that residents need to live.

Family life within the village also relies heavily on the salaries of migrant workers. Due to labor going out all year round, one third of the tea plantations and tea farm were deserted, which means farmland production activities were also partially stopped. The tea factory in the village has been abandoned. This is also because farmers have low farming efficiency and cannot compete with foreign products produced on a large scale. At present, The rice produced in the village basically only meets the food needs of those who stay



in the village.

The contracting of foreign investment in the tourism industry also threatens the value of village life. As a representative of foreign culture and profits, developers mainly obtain short-term profits by occupying and depriving local resources. They tend to despise the living value of the local villagers and carry out the commercial development model of tourism. As a result, not only the villagers' resources are occupied, their lives are affected, but the village culture is gradually being destroyed by foreign cultures.

*Top down planning that tends to ignore the value of the village itself*

Against the background of rural economic backwardness, China's strong top-down planning actually tends to ignore the cultural value of the village itself. Lack of bottom-up feedback, large infrastructure is too close to the village, causing landscape damage and pollution to the village. Regardless of the significance of the landscape to the local people, the natural environment is damaged. Lower economic capital loss and faster construction have become the government's choice.

Loss of labor



The strike of modern culture



The strike of large-scale industrialized production



The backward infrastructure



The cease of Industry



Historical buildings in disrepair





In order to find a tourism model that matches the value of the community, the existing tourism system of the village was analyzed. The analysis focuses on two aspects. One is to evaluate the existing tourism model, and the other is to take advantage of the existing links in the tourism system on a larger scale.

### Three types of tourists

At present, the tourism impact of Tuochuan mostly involves counties and cities in neighboring provinces. The village mainly attracts three types of tourists: college students for sketching activities organized by universities, tours organized by tour groups, and self-driving tourists. Their mode of transportation, distance and purpose of travel are all closely related.

The sketching activities organized by the university are picked up and dropped off by the bus. There are dozens of people organized by each university. They take a bus directly from the neighboring city to the village. The residence time is about ten days or a half months. The main activity is sketch. Tour groups come on important national and summer vacations. The stay time is very short. Most are one-day. They only visit the designated spots. Self-driving tours are more flexible compare with the other two. Visitors are from closer places and can travel on weekends. Usually they chose to stay in the farmer's home and has a deeper experience of local culture and landscape.



Figure 3.2-1: The main scope of village tourism industry impact  
Source: Author



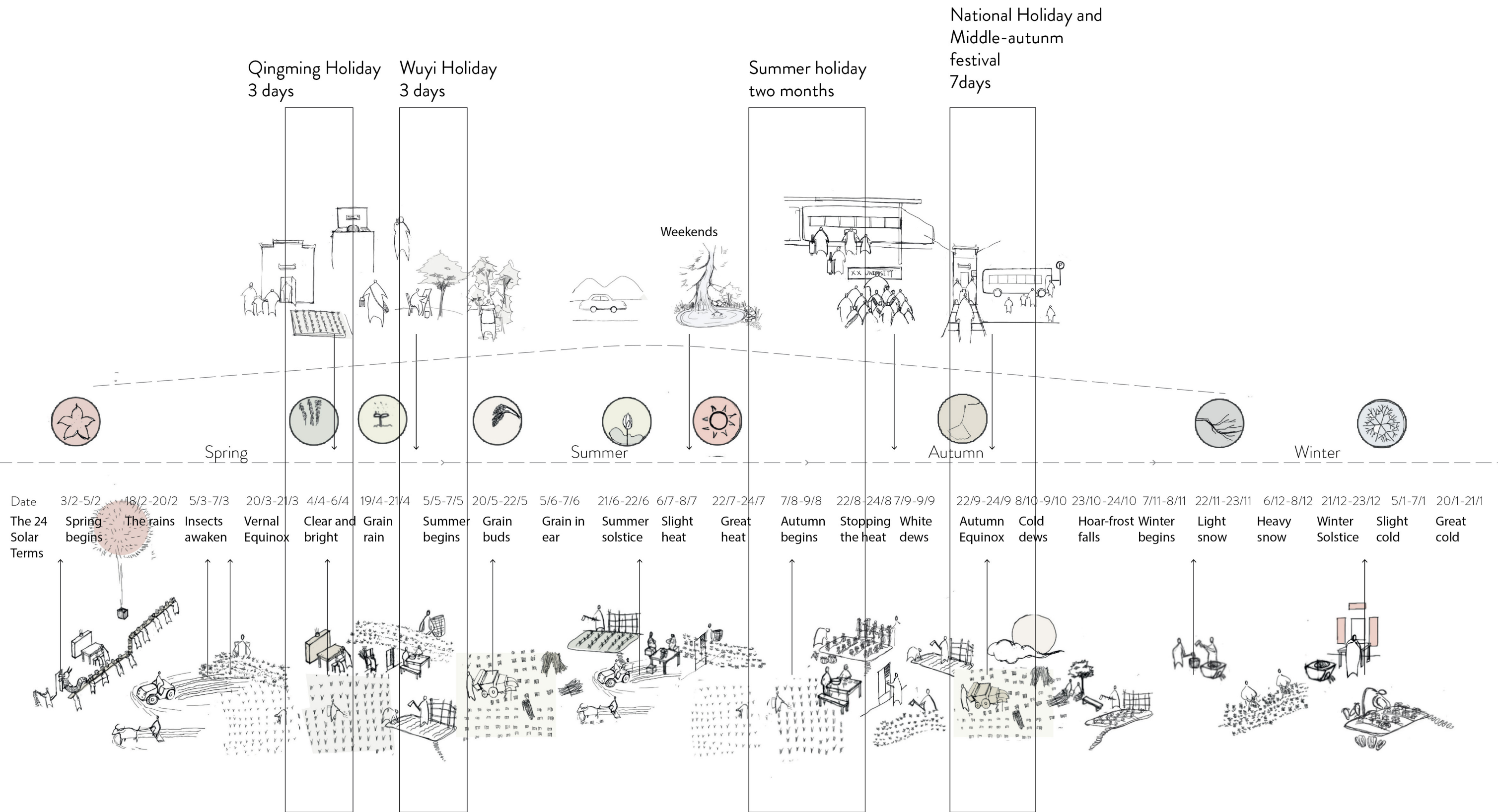


Figure 3.2-2: The overlap between rural routine and peak tourist period  
Source: Author

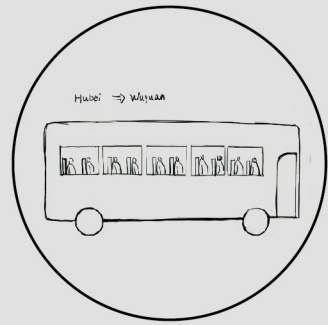


University sketch activities

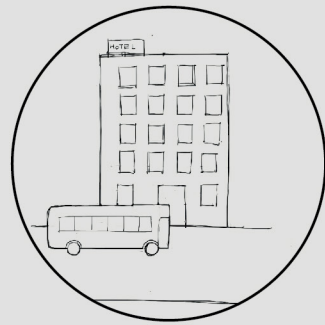


- University organize
- Duration: 10-15Days
- Travel time: Summer holiday or National holiday
- Tourist source: Cities of Neighboring provinces

Demand for capacity of local infrastructure

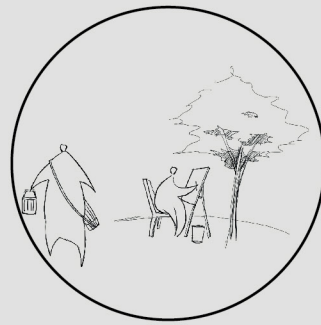


School bus rental



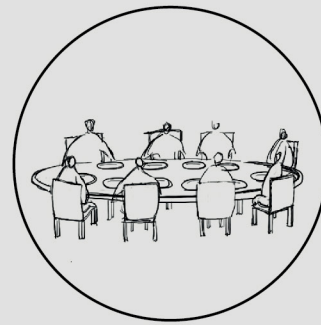
Stay in a local hotel

Experience of local culture

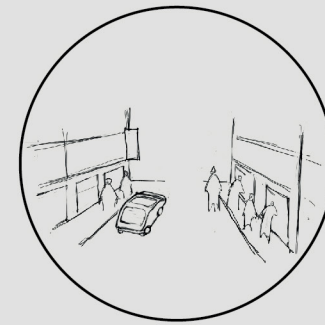


Sketching as main activity

Benefits of locals

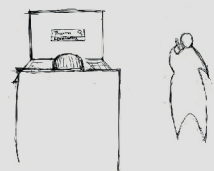


Eating at a local restaurant



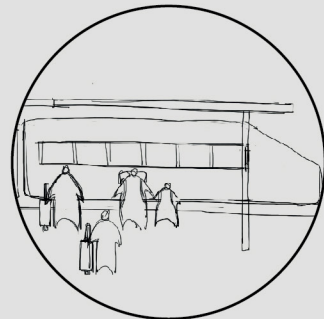
Certain business activities

Group tours

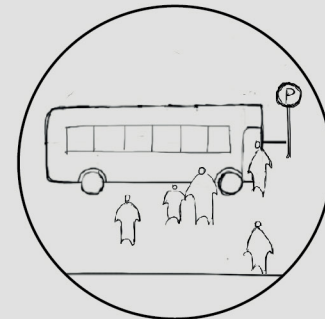


- One stop of tour agency
- Duration: Half or one day
- Travel time: Summer holiday or National holiday
- Tourist source: Cities of Neighboring provinces

Demand for capacity of local infrastructure

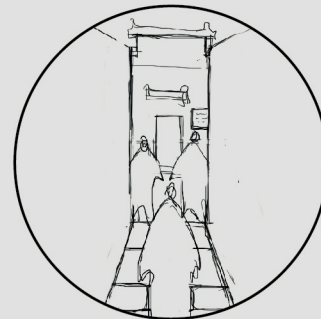


Take other transportation to the tour group meeting place



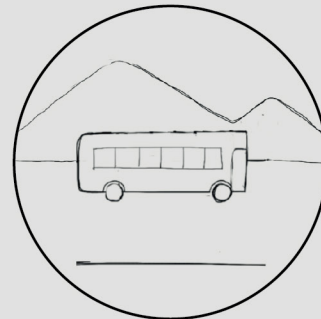
Tour bus

Experience of local culture



Spot sightseeing

Benefits of locals



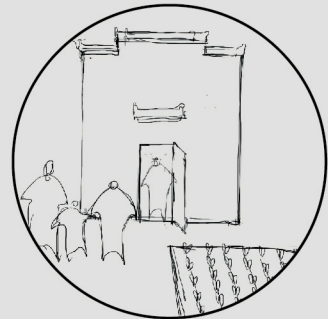
Short stay

Self-driving tour

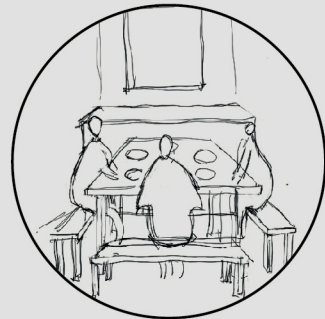


- Family tour
- Duration: Up to two days
- Travel time: Weekend
- Tourist source: County and nearby cities

Demand for capacity of local infrastructure



Live in a farmer's home



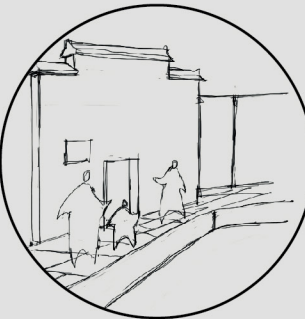
More experience of local culture

Experience of local culture



Deep experience of landscape activities

Benefits of locals



Direct interaction with local residents

The evaluation

The tourists are evaluated from three aspects: the demand for capacity of local infrastructure, experience of culture and benefits of locals. These three aspects are the focus of the project and will determine the choice of tourists and the guidance of their behavior.

Due to the short stay time and usually come during the peak travel period, the tourist group has high requirements for the temporary carrying capacity of the village facilities, and the experience of the village culture itself is poor. Most tour groups cooperate with developers and bring little benefits to local residents.

The advantage of the university's sketching activity is that it has more stay time, the purpose is to truly discover the landscape value of the village culture. Although the current tourism activities are relatively simple and only for sketching, there is little interaction with local residents. But there is plenty of room for improvement by leveraging the links established between existing universities and villages.

The feature of self-driving tours is that they can take advantage of short distances to avoid peak travel and experience local culture more deeply. Spreading travel time across weekends instead of focusing on peak travel can also reduce temporary demand for village tourism capacity.

Figure 3.2.3: Evaluation of three types of tourism  
Source: Author



### Connections in a larger scale

As part of a larger system, local tourism also has more connections with external resources. In the macro scale, the common theme of the Hui culture with neighboring city Huangshan, the theme of the ancient Jiangnan town with Zhejiang Province. And the natural theme of beautiful mountains and rivers also connects it with other places. The use of cultural integration is conducive to increasing the influence of local tourism value and brand building.

In the county scale. The mutual cooperation between the villages, the union

between the villages and the county center becomes important. The county center is the main node connecting the village to the outside of the county. At present, the village is about 45 minutes away from the county center. In order to reduce the infrastructure development of the village to a certain extent and protect the village landscape. The functions to be undertaken by it and the cooperation between the villages become important.

Villages also need to carry out function transfer and resource association while keep their own characteristics and avoid homogenization of resources.

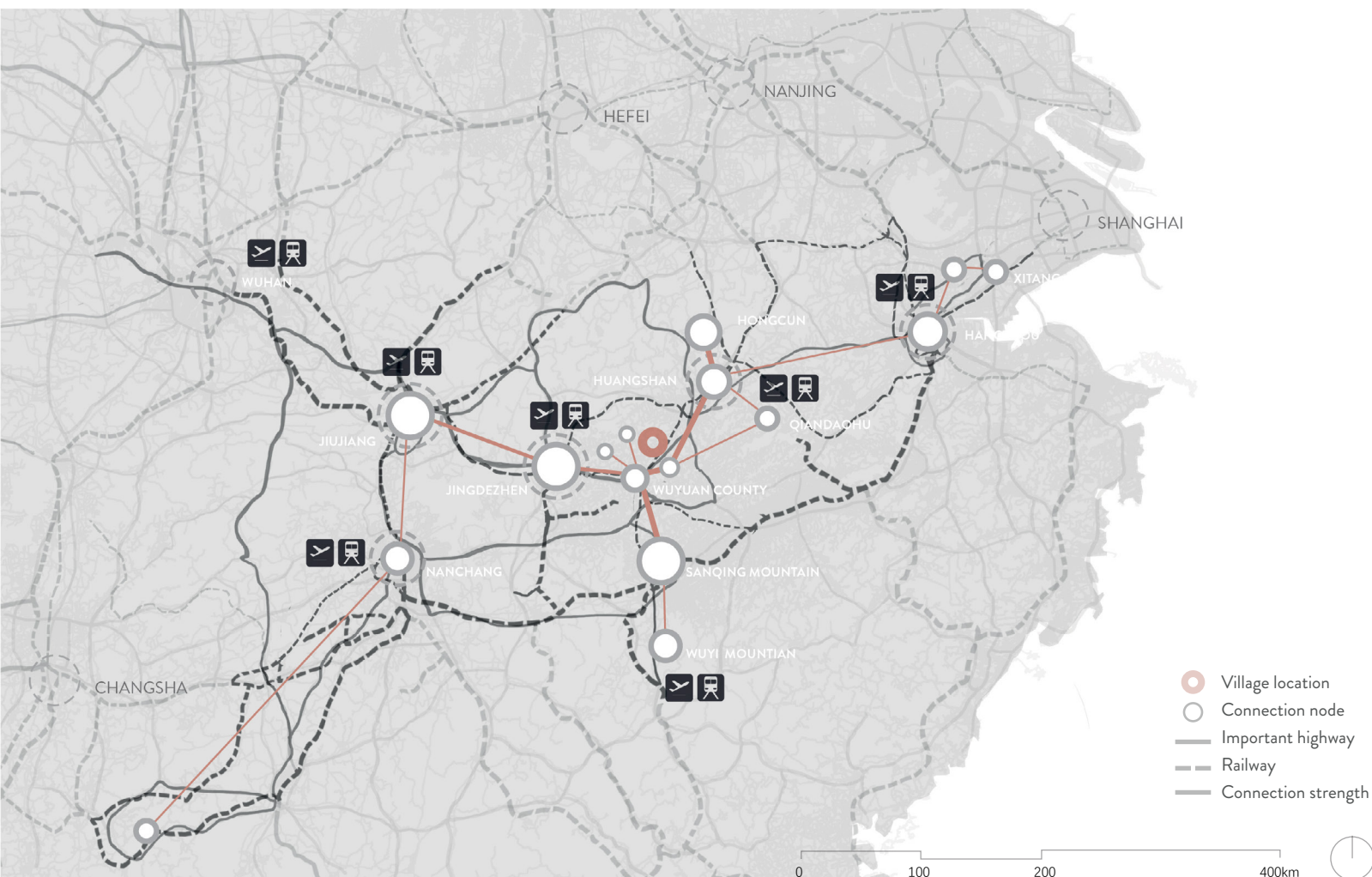


Figure 3.2-4: Macro scale-the connection between the village and a larger system under tourism  
Source: Author

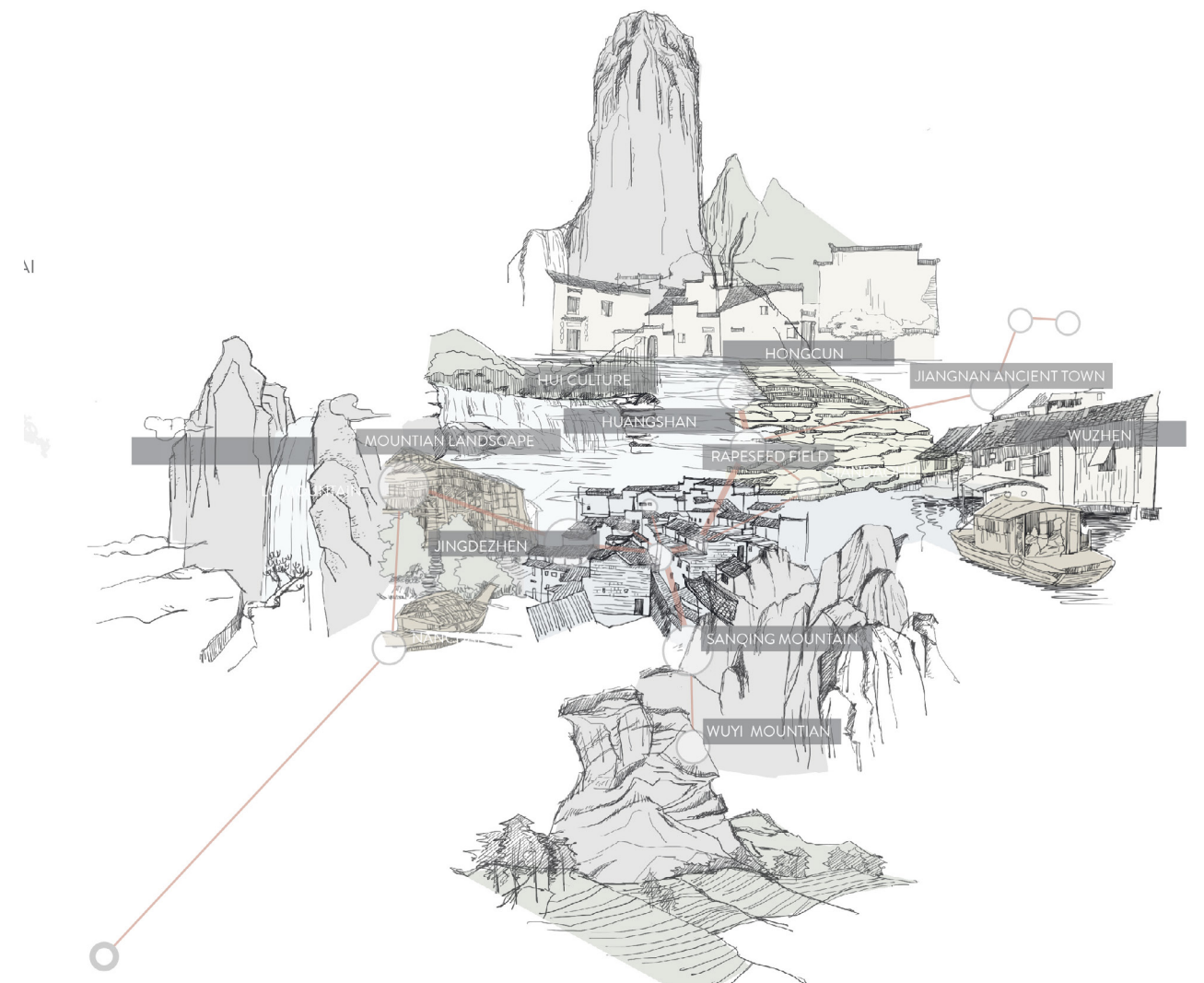


Figure 3.2-5: Resource sharing in a large system  
Source: Author

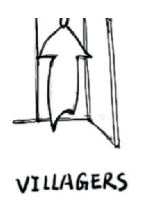




Figure 3.2-6: County scale- Village connection to the outside  
 Source: Author



# Stakeholder



### Interests in different layers

Government, developer, villagers and tourist are included in stakeholder analysis. They have different emphasis on the different layers in the village. Through the analysis of the value of village life before, it can be seen that the villagers values the natural form ,the important traditional space which owns collective memory, the self-owned, small-scale production land which forms a self-sufficient lifestyle.

Government focuses on the construction of large-scale infrastructure, the modernization of rural areas, and the economic growth. The developer's profit driven, they care about the increase of the tourist carrying capacity, the construction of commercial facilities and the use of nature resources to obtain more commercial profits. Tourists need the accessibility of the village, natural landscapes different from the city and enjoy the original rustic living atmosphere.





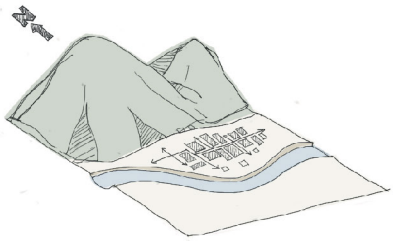
VILLAGERS



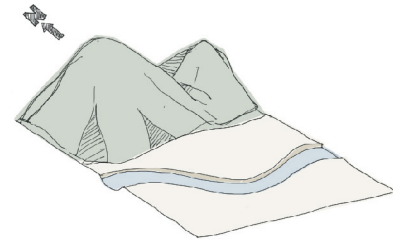
GOVERNMENT

MAIN INTERESTS: GDP GROWTH

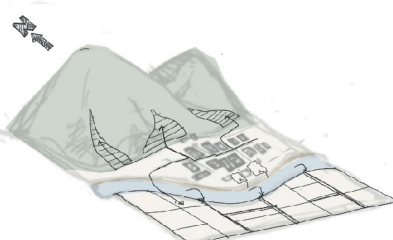
OCCUPATION



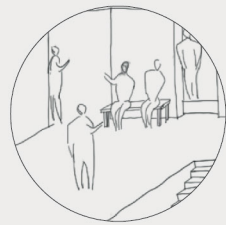
NATURE



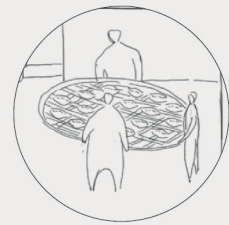
ECONOMY



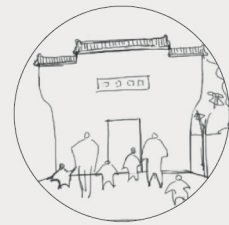
Harmonious neighbourhood



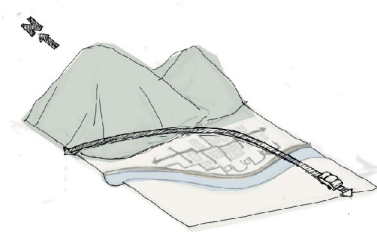
Local Customs



Legacy cultural heritage



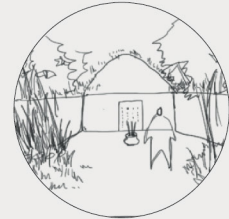
NETWORK



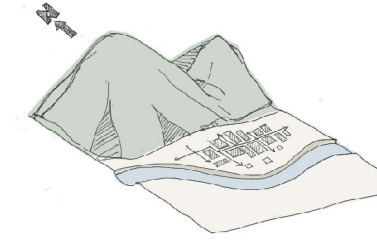
Improvement of transportation network facilities



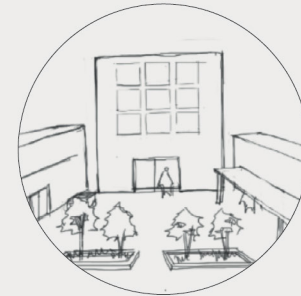
Beautiful landscape as living environment



OCCUPATION



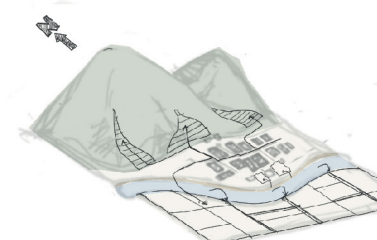
Rural modernization process



The value of respecting nature



ECONOMY



Rapid GDP growth

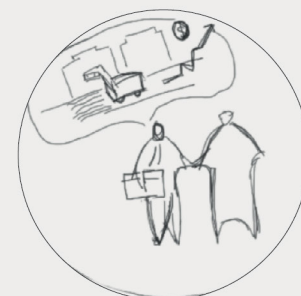


Figure 3.3-2: Stakeholder analysis - government  
Source: Author

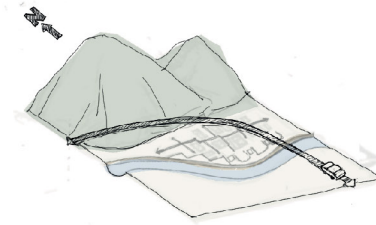




MAIN INTERESTS: PROFIT



NETWORK

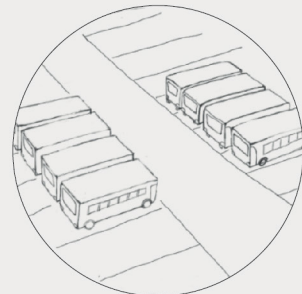


Certain accessibility

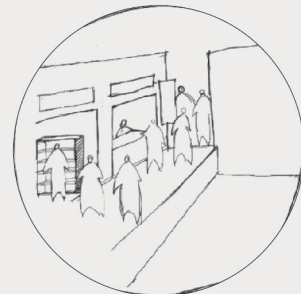


OCCUPATION

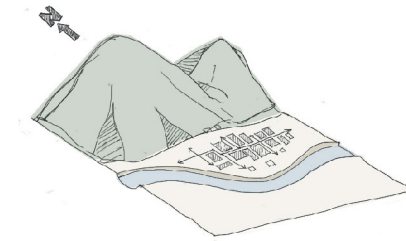
Enhance the capacity of rural tourism



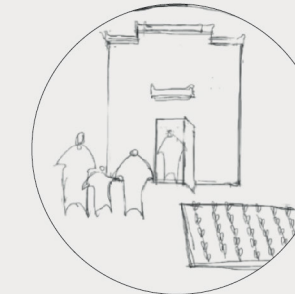
Construction of commercial facilities



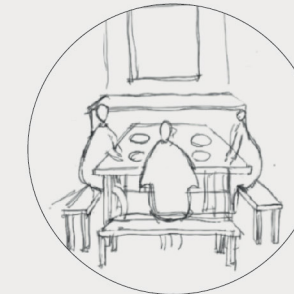
OCCUPATION



Harmonious and quiet country life atmosphere



Distinctive cultural customs

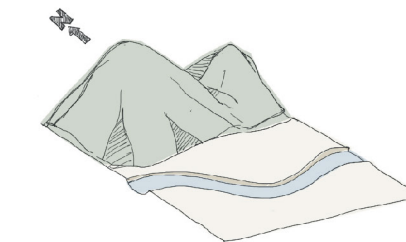


NATURE

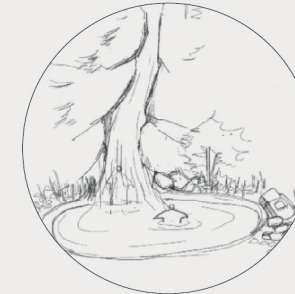
Increase resource accessibility and construction of additional facilities



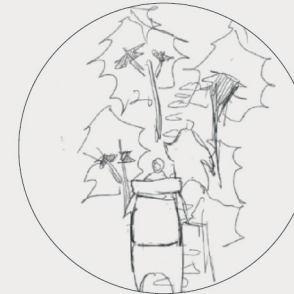
NATURE



Nature landscape

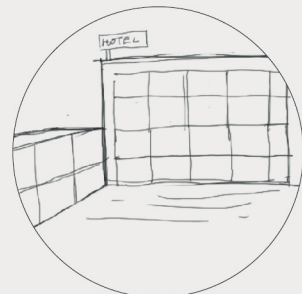


Nature-based leisure activities

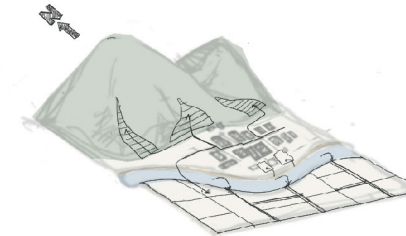


ECONOMY

Privatization of favourable resources



ECONOMY



Characteristic agricultural scenery and culture

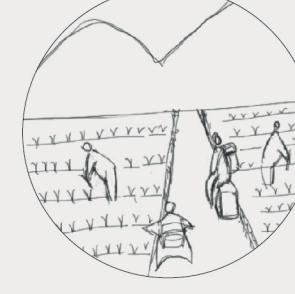
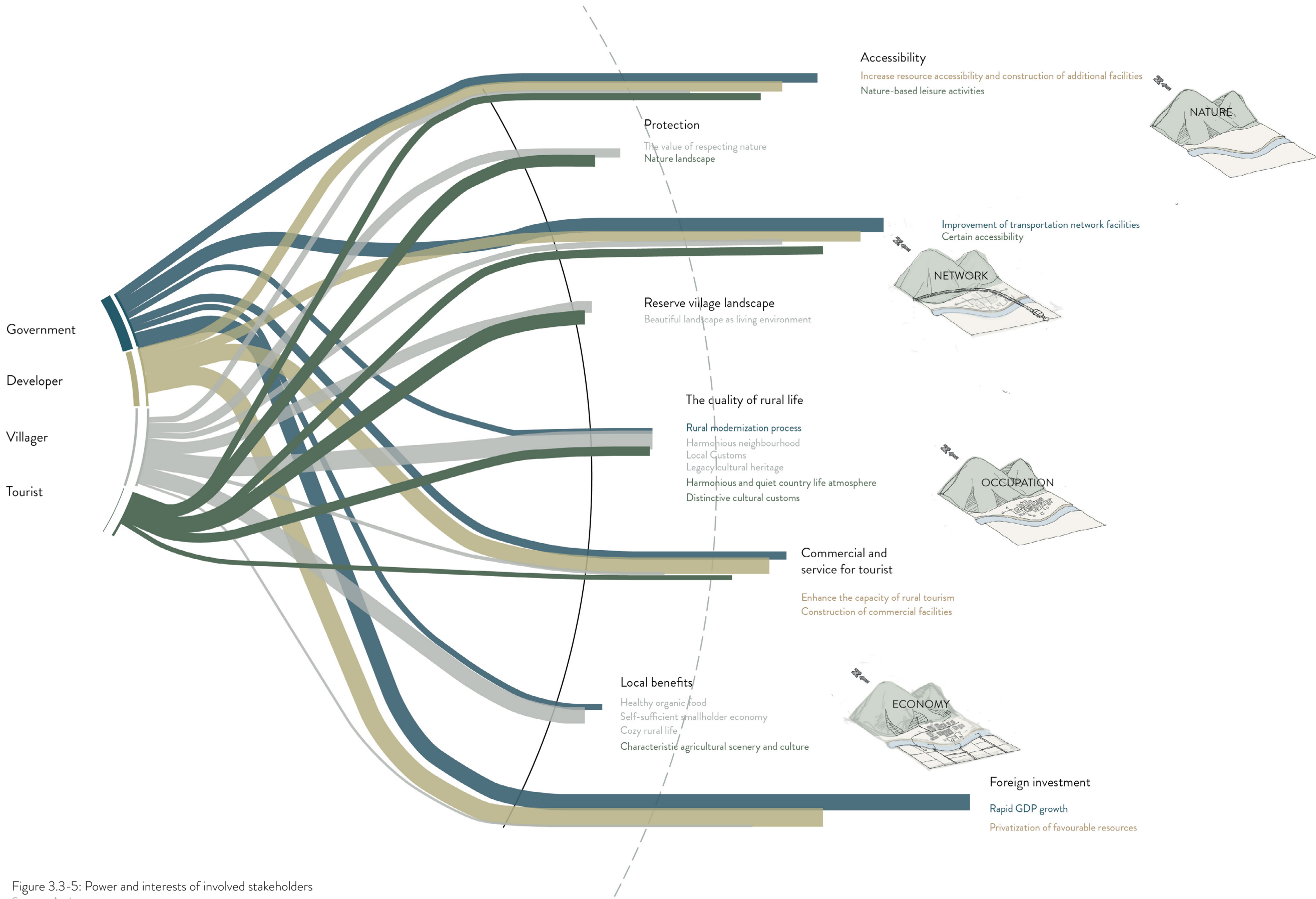


Figure 3.3-4: Stakeholder analysis - tourists  
Source: Author





**Power and interest**

Stakeholders' different attitudes to the development of different layers have led to the current village development model because of the power they have. In the choice of protection and change and how to change. The characteristics of the existing stakeholder model can be summarized as follows:

- 1) Developer and villagers have the least common interests.
- 2) The overlap between developers and tourists has been greatly promoted after the developers were given power by the government.
- 3) In terms of space planning, tourists as a balancer have more interests with the other three parties.
- 4) The power of the government plays a very large role. Basically, the more interested the government is, the faster it advances. The situation now is that the government is mostly on the side of developer interests.

Figure 3.3-5: Power and interests of involved stakeholders  
Source: Author



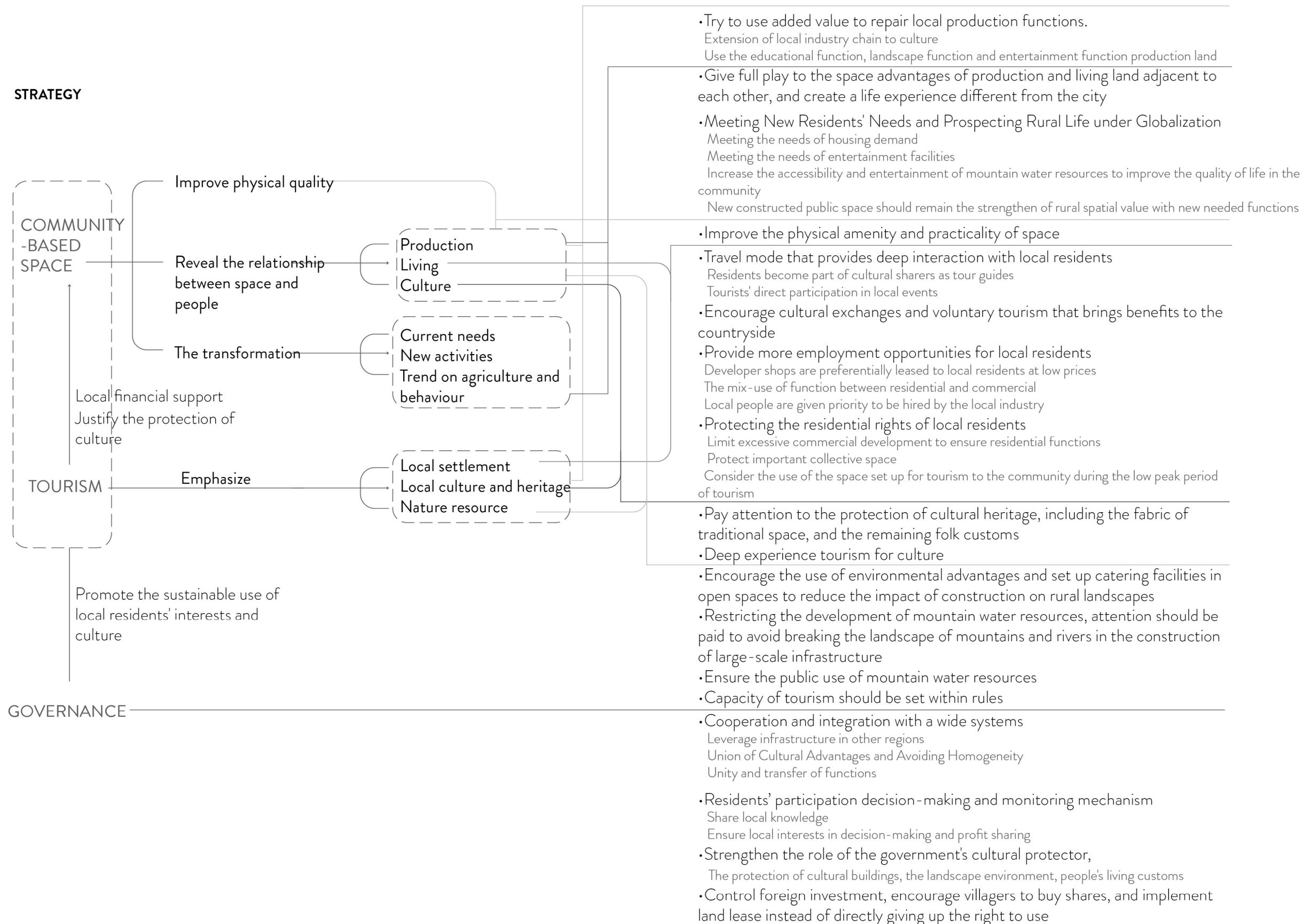
# Strategy

4.1 Principle

4.2 Spatial pattern

4.3 New stakeholder model





### Principles

The strategy of this project is based on the community-based principle to protect the village values that villagers emphasize, which mainly include three aspects: improving the physical environment, reveal the relationship between people and space, and meeting the needs of villagers under the development trend.

Tourism as another system provides financial support for village construction and justify the protection of culture. As another system that contributes to the development of villages, its development emphasizes the interconnection with local communities, the effective use of local culture and natural resources. On the other hand, it emphasizes the connection and sharing of resources with the outside world.

In terms of governance, it emphasizes the interests of local residents and the contribution of residents to participate in planning. Restricting foreign capital and over-construction.

### Spatial patterns

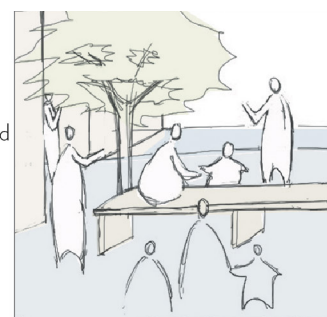
The spatial pattern that may appear was developed based on the principle. The main focus is to use of the advantages of village life and retain the characteristics of community life value and provide space for the superposition of tourism functions, increase residents' participation in tourism and protect their interests. And then balance protection and development.

Figure 4.1-1: The principles of the intervention in three aspects  
Source: Author

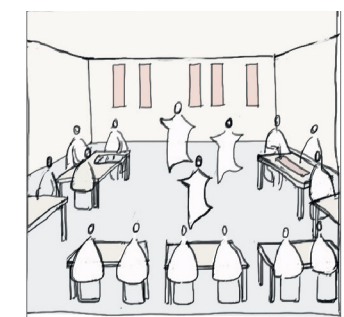




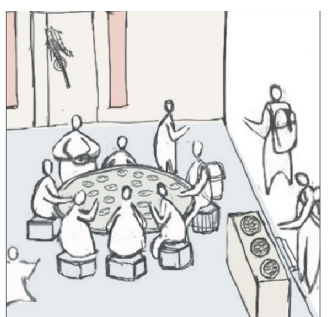
- Deep experience tourism for culture
- Reuse of cultural heritage
- Improve the physical beauty and practicality of space
- Extension of local industry chain to culture



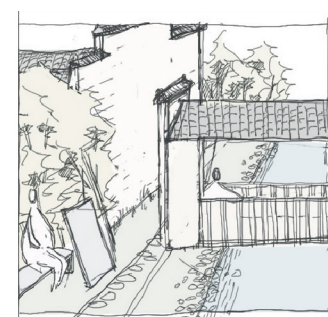
- Protect important collective space
- Improve the physical beauty and practicality of space



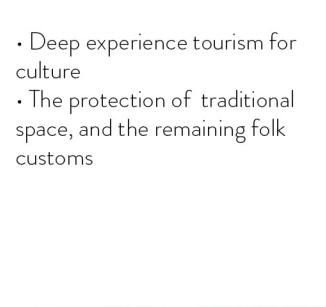
- Meeting New Residents' Needs and Prospecting Rural Life under Globalization
- Encourage cultural exchanges and voluntary tourism that brings benefits to the countryside



- Tourists' direct participation in local events
- The mix-use of function between residential and commercial



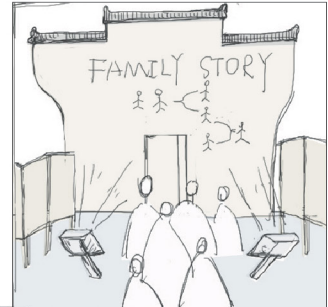
- Protect important collective space



- Deep experience tourism for culture
- The protection of traditional space, and the remaining folk customs



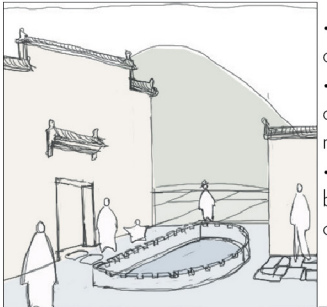
- Reuse of cultural heritage
- Meeting New Residents' Needs and Prospecting Rural Life under Globalization
- Improve the physical beauty and practicality of space



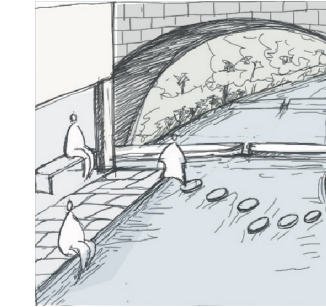
- Protect important collective space
- Deep experience tourism for culture
- Residents become part of cultural sharers as tour guides



- Protect important collective space
- Deep experience tourism for culture
- Pay attention to the protection of cultural heritage



- Meeting the needs of housing demand
- Limit excessive commercial development to ensure residential functions
- The mix-use of function between residential and commercial



- Ensure the public use of mountain water resources
- Meeting the needs of entertainment facilities
- Increase the accessibility and entertainment of mountain water resources to improve the quality of life in the community



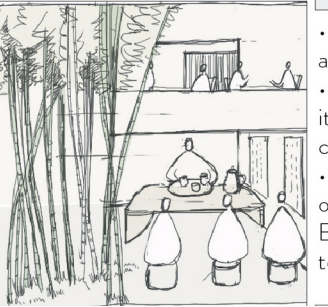
- Ensure the public use of mountain water resources
- Meeting the needs of entertainment facilities
- Increase the accessibility and entertainment of mountain water resources to improve the quality of life in the community



- Protect important collective space
- Meeting the needs of entertainment facilities



- Meeting the needs of entertainment facilities
- Try to use added value to repair local production functions.



- Improve the physical amenity and practicality of space
- Reuse of cultural heritage for its cultural meaning and commercial value
- Provide more employment opportunities for local residents
- Extension of local industry chain to culture

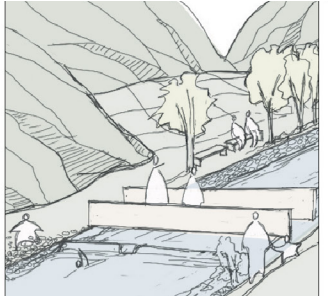
Figure 4.2-1: Developed spatial patterns  
Source: Author



- Protect important collective space
- Meeting the needs of entertainment facilities



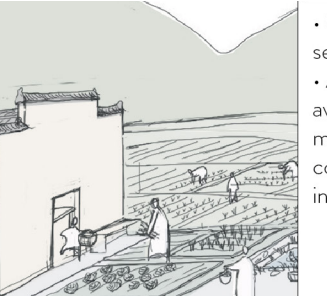
- Ensure the public use of mountain water resources



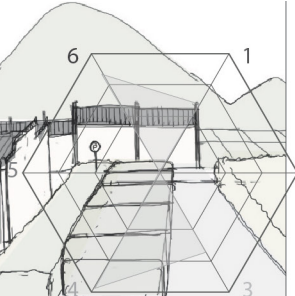
- Increase the accessibility and entertainment of mountain water resources to improve the quality of life in the community



- Give full play to the space advantages of production and living land adjacent to each other, and create a life experience different from the city
- Use the educational function, landscape function and entertainment function production land



- Capacity of tourism should be set within rules
- Attention should be paid to avoid breaking the landscape of mountains and rivers in the construction of large-scale infrastructure



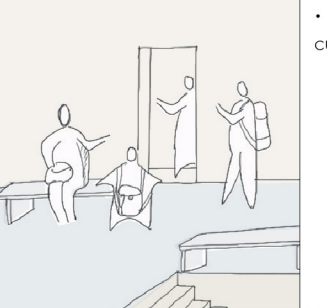
- Extension of local industry chain to culture
- Deep experience tourism for culture



- The mix-use of function between residential and commercial
- Provide more employment opportunities for local residents



- Consider the use of the space set up for tourism to the community during the low peak period of tourism
- Reuse of cultural heritage for its cultural meaning and commercial value
- Use the educational function, landscape function and entertainment function production land



- Residents become part of cultural sharers as tour guides



- Use the educational function, landscape function and entertainment function production land

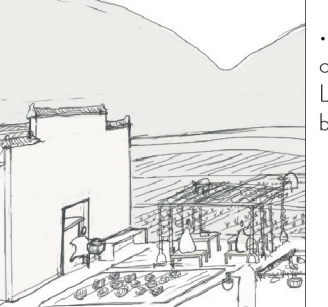
- Provide more employment opportunities for local residents
- Developer shops are preferentially leased to local residents at low prices.
- New constructed public space should remain the strengthen of rural spatial value with new needed functions



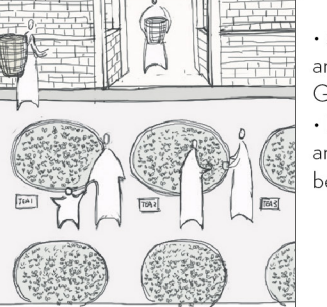
- Provide more employment opportunities for local residents
- The mix-use of function between residential and commercial



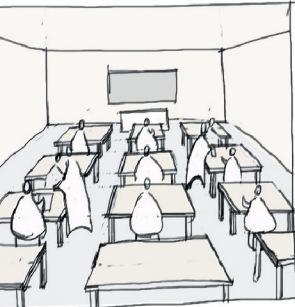
- Use the educational function, landscape function and entertainment function production land
- The mix-use of function between residential and commercial
- Consider the use of the space set up for tourism to the community during the low peak period of tourism



- Extension of local industry chain to culture
- Local people are given priority to be hired by the local industry



- Meeting New Residents' Needs and Prospecting Rural Life under Globalization
- Encourage cultural exchanges and voluntary tourism that brings benefits to the countryside





*The Categories of patterns*

For the consideration of the following aspects, pattern is composed of nine different combinations.

- 1) Balance between commercial and residential function (Group1)
- 2) Utilization and protection of natural resources (Group 2, 6)
- 3) Valorization of local industry (Group 3)
- 5) Use and update cultural heritage (Group 7)
- 6) Ensure the interests of local residents and explore the common interests of tourists and local people(Group 4,5,8)
- 7) Expansion in the future (Group 9)

*Evaluation of Patterns*

The Pattern was evaluated from 6 aspects: Natural resource conservation; Preserve, revitalize and pass on culture; Tourists' experience of local culture; Generate jobs and income; Increase the quality of community life; Social participation. Because they form the basis of the design with the focus on different aspects of the project.

Group pattern1.2.7.5.6 emphasizes

the contribution of combined cultural and natural resources to the economy. Mainly through the value-added of tea and local agriculture, the implementation of outdoor commercial and commercial and residential mixed mode, the recreational development of natural resources.

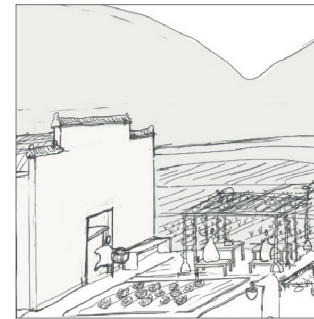
Group pattern 3 Emphasizes the guarantee of residents' economic benefits and the sense of pride in the community which brought by residents' participation.

Group pattern 4, 8 Emphasize the use of local residents as part of the culture helps the development of tourism. And create a tourism model responds to the common interests of residents and tourists. While enhancing the community's sense of identity and belonging, it also brings tourists into the local culture. At the same time, the resources brought by tourists are used to realize cultural exchange, supplement of educational resources and construction of local environment.

Group pattern 9 try to keep balance between village expansion and natural resources, rural landscape protection.

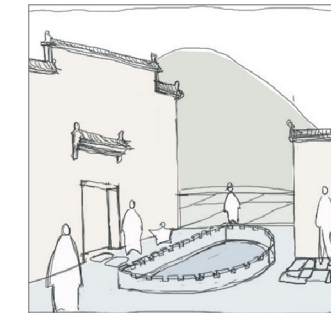
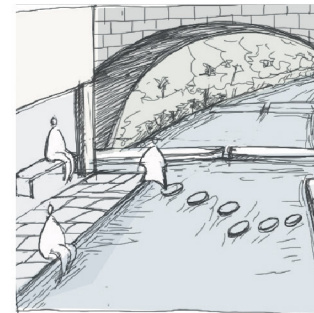
**1. Residential and Commercial**

- 1.1 Between Outdoor and Indoor
- 1.2 Mix use of residential and accommodation
- 1.3 Food chain( Produce/Education/Entertainment/Sell/Eat)



**2. Water body**

- 2.1 Entertainment and protection
- 2.2 As a cultural element
- 2.3 Publicity and accessibility



**3. Industry(Tea and Farming)**

- 3.1 With Heritage
- 3.2 With Nature resource
- 3.3 With Activities (education/entertainment)

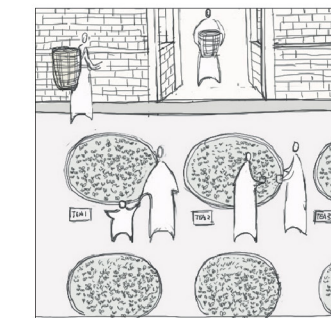
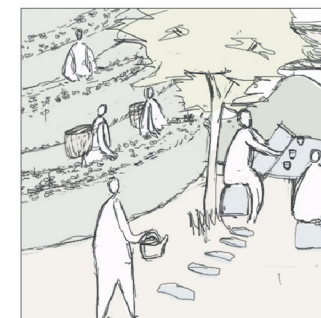
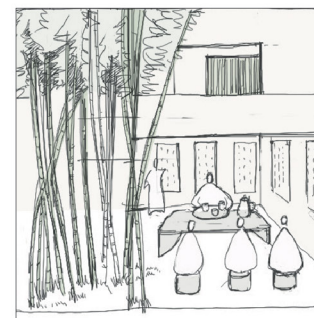
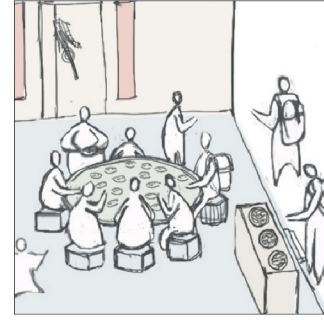


Figure 4.2-2: Pattern groups  
Source: Author



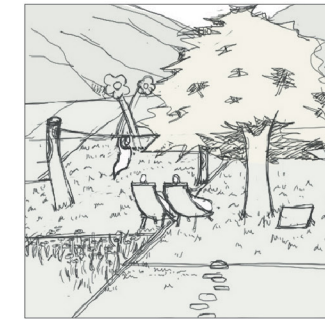
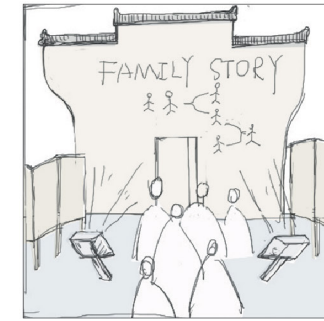
#### 4. Local atmosphere

- 4.1 Local welcome
- 4.2 Join the publicity Life-Activities
- 4.3 Join the publicity Life-Food



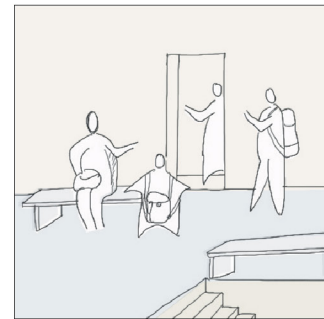
#### 7. Heritage with new meanings

- 7.1 Place for collective events with modern technique
- 7.2 Memory point for both local and tourism
- 7.3 Facilities added



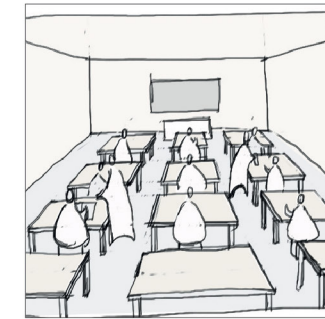
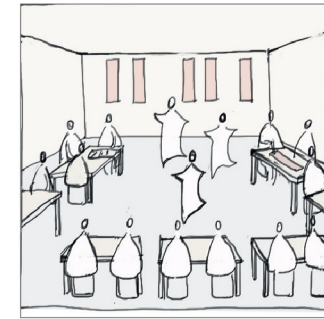
#### 5. Local participation

- 5.1 Priority-Business manager
- 5.2 Pride-Story telling
- 5.3 Knowledge-Tour guide



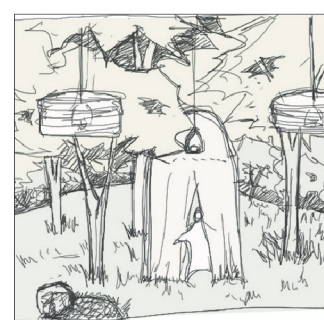
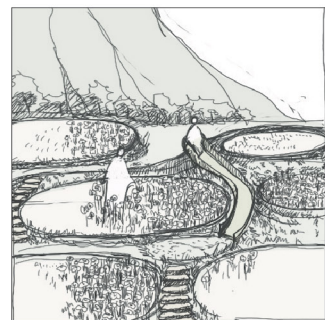
#### 8. Outsiders to insiders

- 8.1 Cultural exchange
- 8.2 Volunteer teaching
- 8.3 Environment contribution



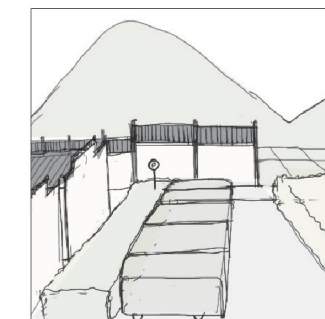
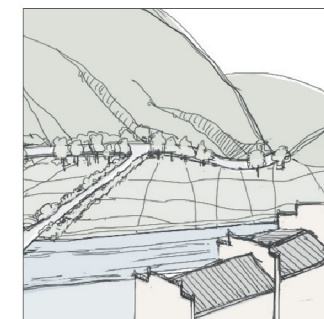
#### 6. Way to the mountain

- 6.1 Between production and nature
- 6.2 The point under the mountain
- 6.3 In the forest



#### 9. Densify and expansion

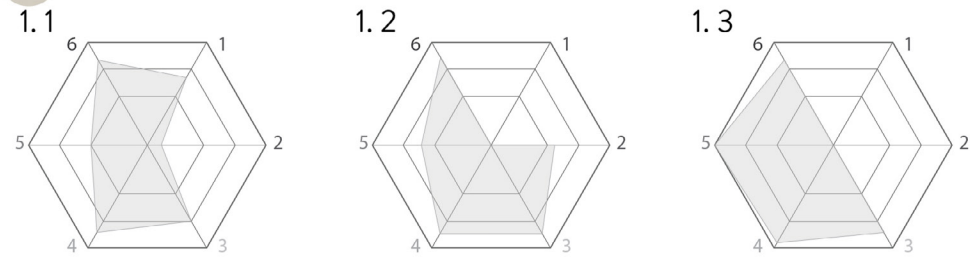
- 9.1 Expansion-New territory and limitation
- 9.2 New gathering point
- 9.3 Parking-Capacity within rules



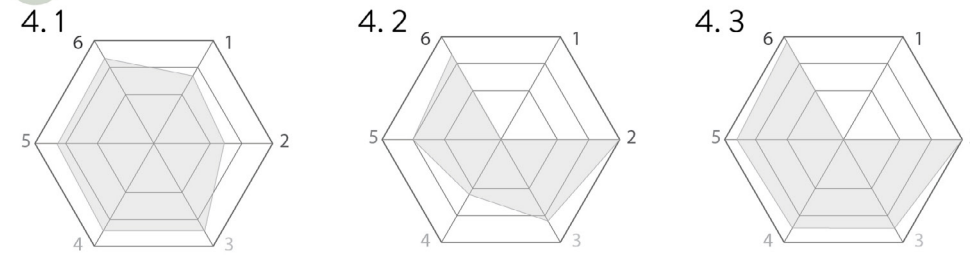


- 1. Natural resource conservation
- 2. Preserve, revitalize and pass on culture
- 3. Tourists' experience of local culture
- 4. Generate jobs and income
- 5. Increase the quality of community life
- 6. Social participation

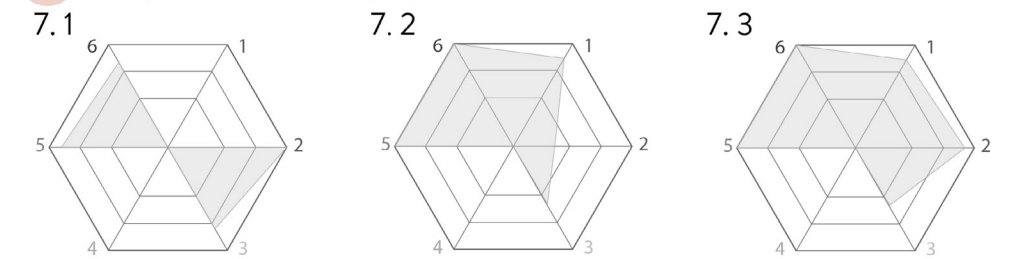
1. Residential and Commercial



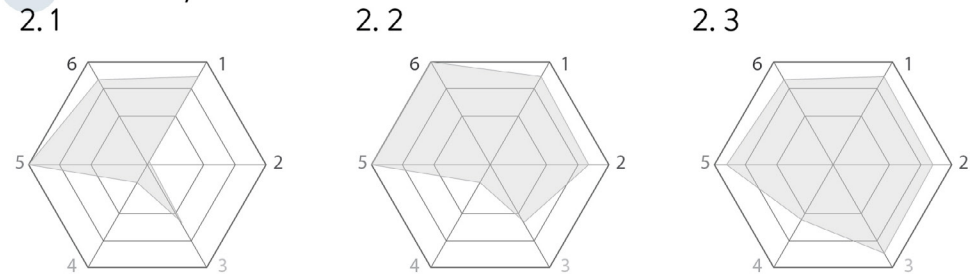
4. Local atmosphere



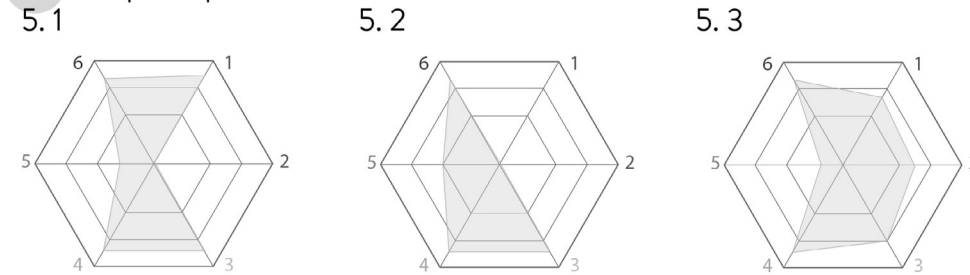
7. Heritage with new meanings



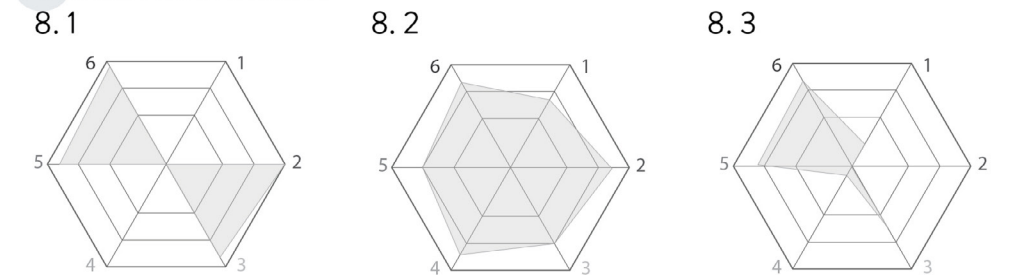
2. Water body



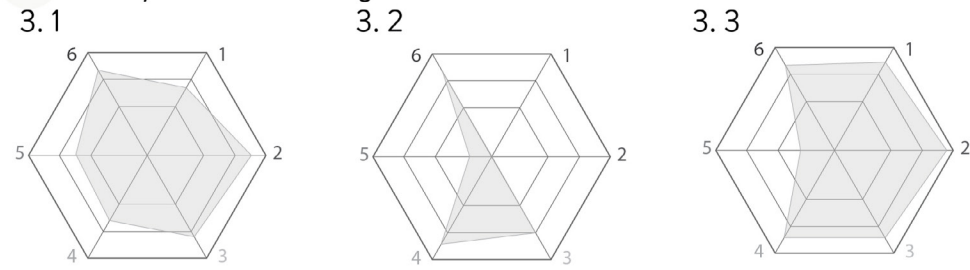
5. Local participation



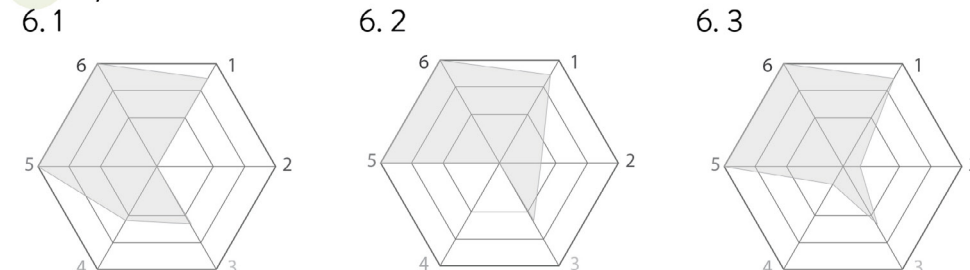
8. Outsiders to insiders



3. Industry (Tea and Farming)



6. Way to the mountain



9. Densify and expansion

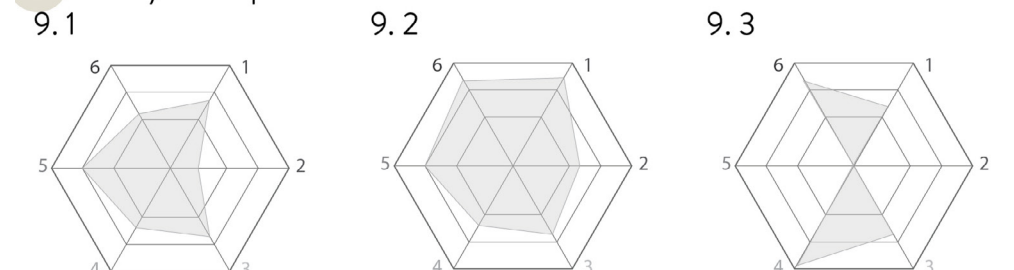
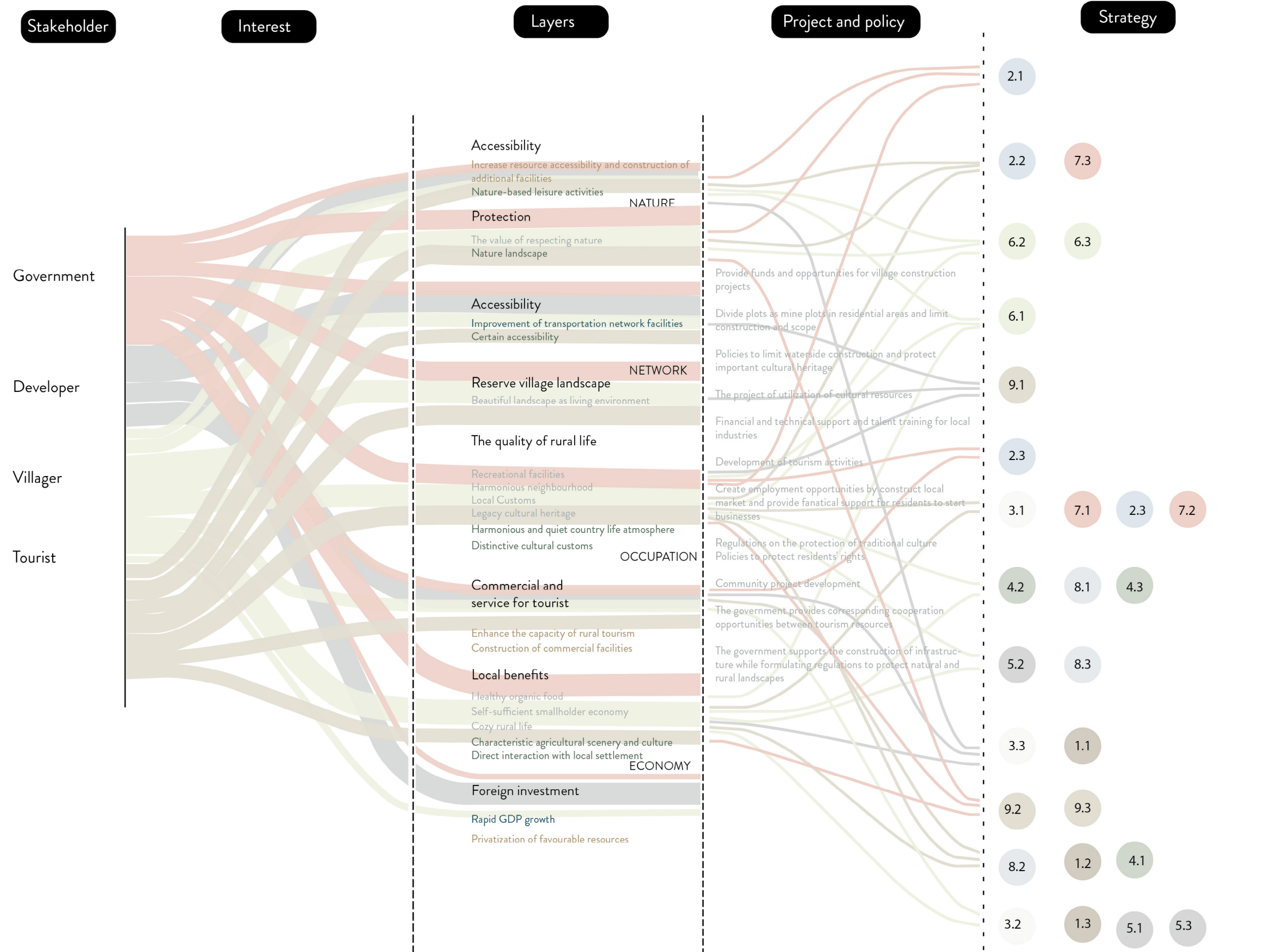


Figure 4.2-3: The evaluation of the pattern  
Source: Author





*New stakeholder model*

The new stakeholder model has made significant changes to the role of the government to try its best to support the interests of the community. At the same time, establish a community management organization to avoid conflicts caused by villagers' independent actions. And through the formulation of projects and policies, the pattern and stakeholder are linked together.

At present, it is difficult for villagers to implement projects spontaneously, so government support can help start a tourism initiative.

Use the current government responsibilities for rural development, cultural protection and tourism development to support tourism and community development in several ways:

- 1) Policies for restricting construction.
- 2) Dividing plots as residential areas and tourist expansion areas and restricting the construction scope, and restricting construction policies close to landscapes;
- 3) Support local industries (technical support, talent training, financial support) policy; provide funds for villagers' construction projects to create employment opportunities for local residents;
- 3) Policies to protect the rights and interests of local residents and the

Figure 4.3-1: New stakeholder model  
Source: Author



cultivation of local talents;  
4) Policies on cultural protection and implementation projects on the use of cultural heritage;  
5) Provide cooperation between corresponding tourism resources;  
6) Infrastructure support;  
7) Funding and technical support for community projects.

Community administrative organization

The establishment of community organization is mainly to set up a local organization to manage tourism. And create a representative group to communicate and cooperate with the outside world(Lejeune & Richards, 2003). According to China's national conditions, it can be served by village committees at the same time or it can be composed of local talents with government support. The main responsibility issues are the distribution of benefits and division of roles. In terms of distribution of benefits, in addition to the income earned by some villagers directly entering the service

industry, ensure that community funds are left for community project to ensure that all residents can benefit indirectly through tourism and further help the community develop. At the same time find suitable positioning for local residents. Local youth can undertake cultural performers, local guide or program planning, etc. Women can undertake the production of handicrafts, housekeeping and food production. The elderly can share more traditional culture and stories, and also participate in tourism projects. The entire management process should be open and transparent.



## Design

Village scale

5.1 Toolbox

5.2 Application on two sites

5.3 Project example

5.4 Visualization

5.5 Conclusion of design on village scale

Meso and Macro scale

5.5 A multi-functional network

5.6 Conclusion on design chapter

The Design chapter is based on the previous spatial analysis. The main attempt is to implement the pattern in the specific space of the village under the strategy development. While realizing the merger and interaction between patterns at the village scale, it emphasizes the control of the overall spatial structure of the village (including landscape corridors, the continuation of traditional spaces and restrictions on construction, etc.). The implementation of different patterns will help to establish at the village scale the emphasis on different resource systems (eg: the cultural resource system established by the preservation and reuse of cultural heritage, the natural landscape system emphasized by the landscape corridors, and the social resource system formed by the residents' participation). At the design level, it explores how various resources balance the relationship between retention and change in the process of transformation and the maximization of synergy through the combination of resources.

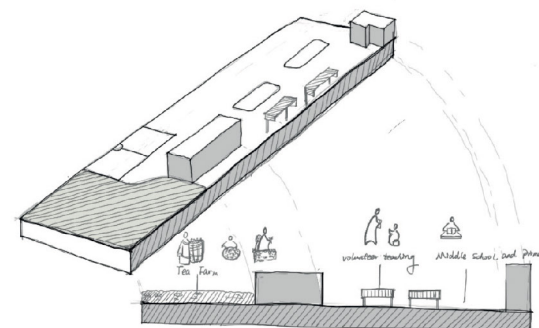
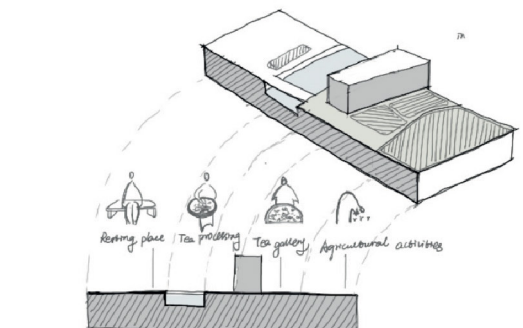
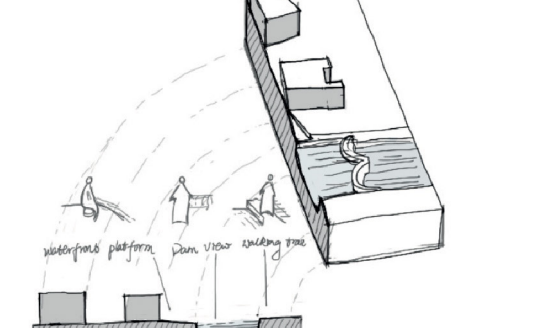
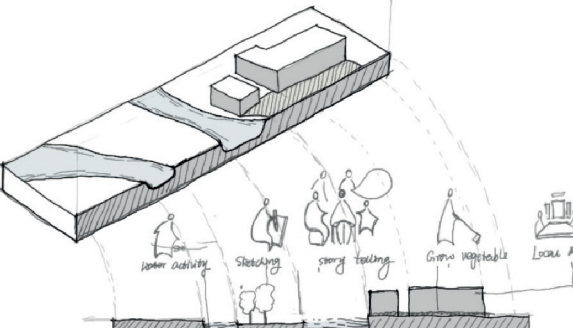
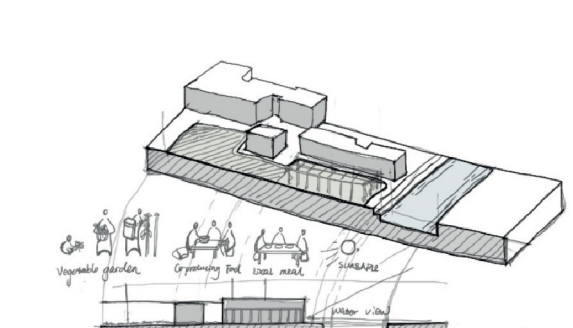
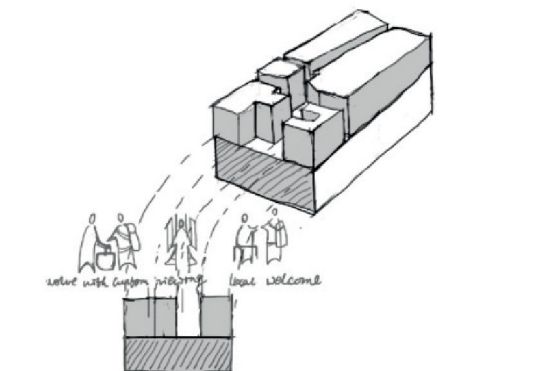
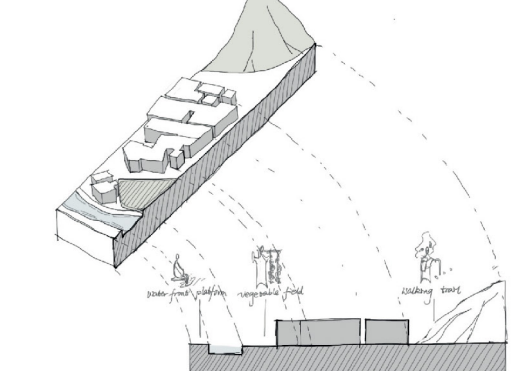
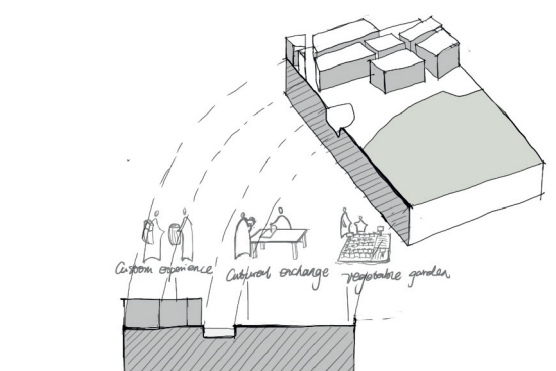
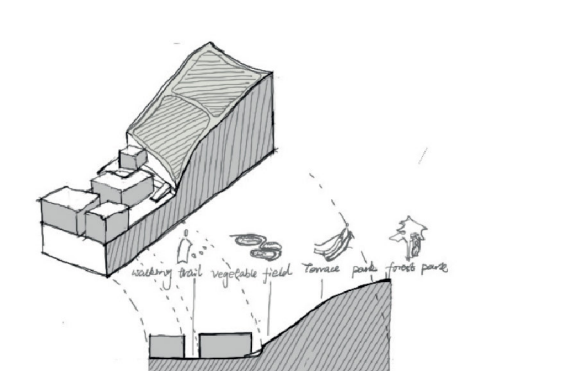
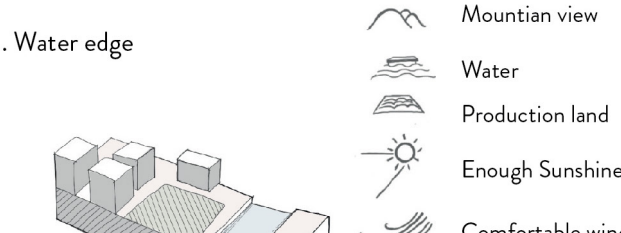
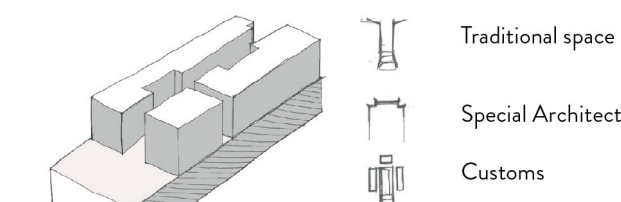
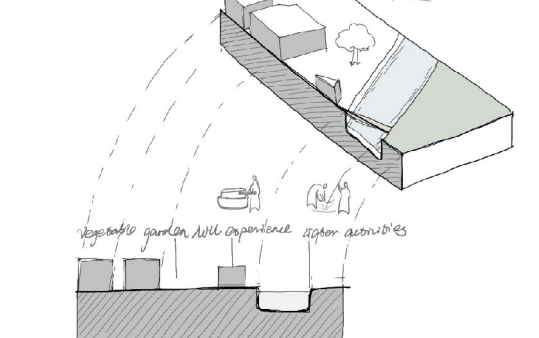
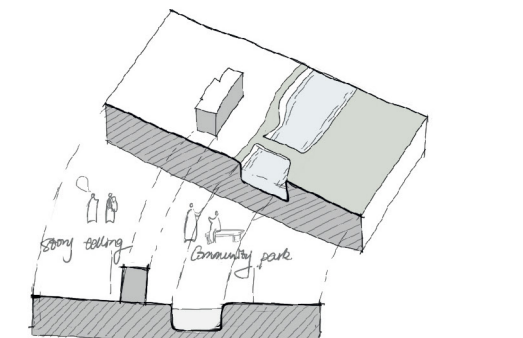
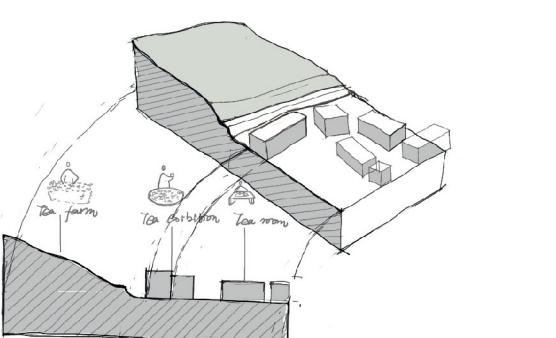
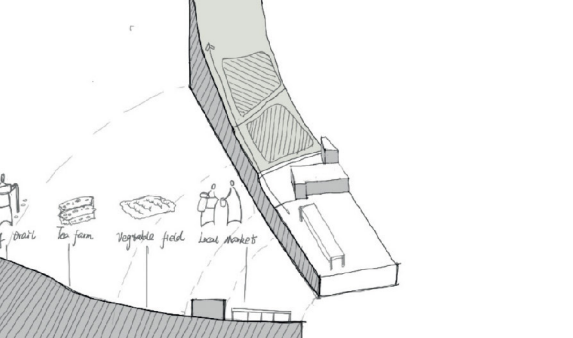
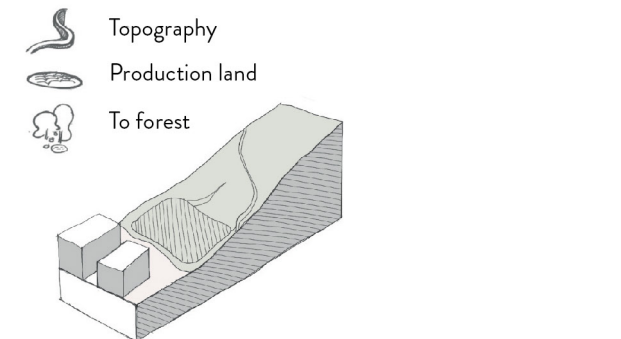
The toolbox section shows the implementation of pattern in a specific

space. The application at the village scale combines the considerations of the overall structure of the village. In the project example, the flexibility of design is mainly discussed in the resource changes.

### Toolbox

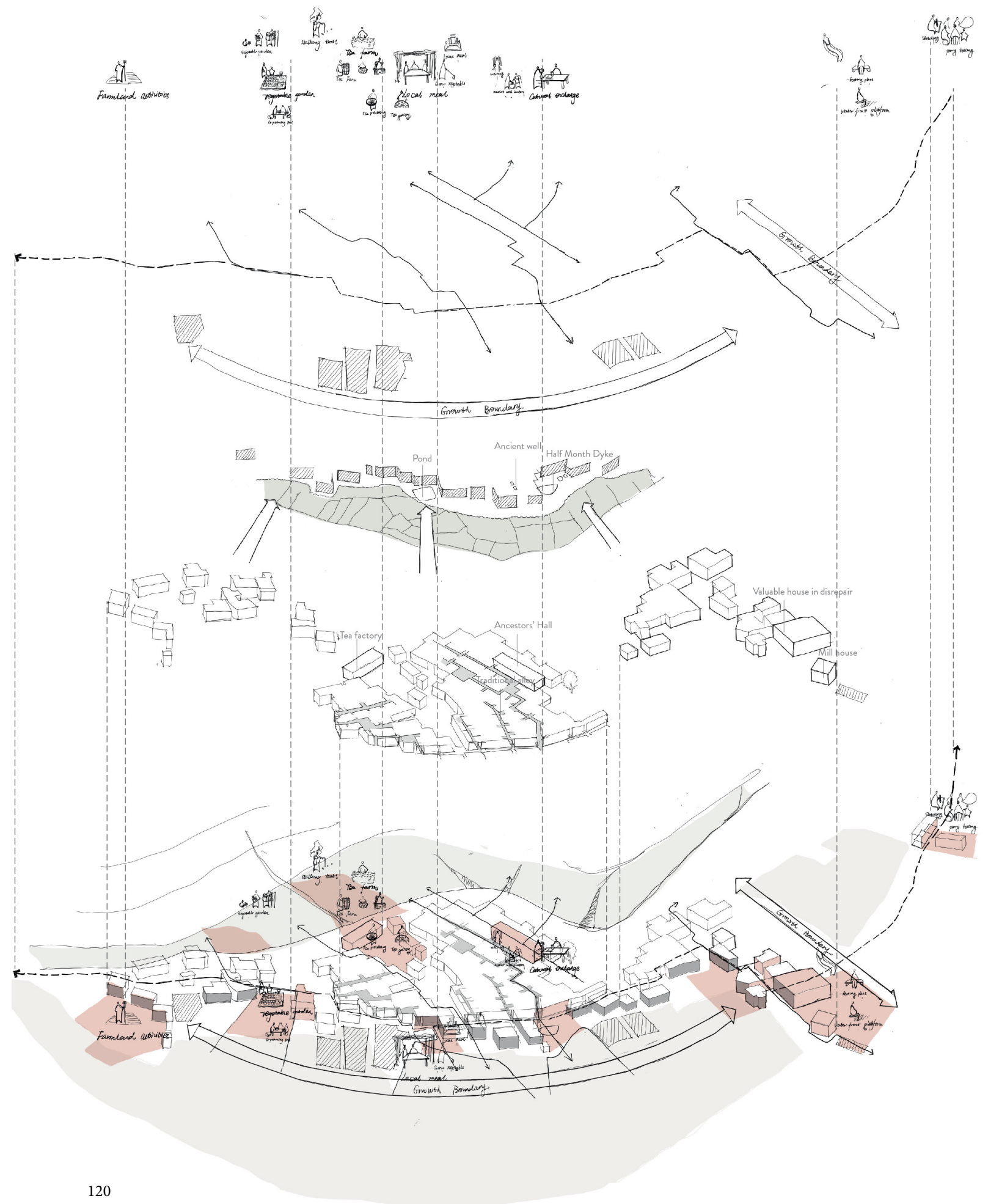
According to the characteristics of different spaces in the village analyzed before, including good view of natural landscapes, comfortable sunlight and breeze, a mixture of residential and production land at the water edge, traditional scale spaces, special style buildings and nodes carrying collective memories owned by the alleys, the mixed zone of residence and production, special terrain, accessibility to forests at the mountain edge, combined with different functions (industry, education, cultural venues, important nodes leading to landscapes) and cultural significance. The toolbox is developed to implement the pattern. It enables the principles represented by pattern and the value of emphasis to be carried out in space in an orderly manner.



				
<p>School+Production land -Educational function of production land -Volunteer teaching</p>	<p>Industry+Water+Farmland Extension of tea chain Agricultural activities for tourism Water platform for rest</p>	<p>Dam+waterfront platform Form nodes along the river Improve the spatial quality along the river Keep accessibility and publicity of water</p>	<p>With Cultural meaning Increase the interaction between local people and residence Facilities for water activities Keep certain vegetable field Certain commercial use of residential area</p>	<p>Residential+vegetable field+water view Promote outdoor eating to avoid the damage of too much construction Make use of both natural advantage and production land</p>
<p>8.2 3.3</p>	<p>3.3 2.1 2.3</p>	<p>2.1 2.3</p>	<p>2.1 2.2 2.3 5.2 1.2 1.1</p>	<p>1.1 1.2 1.3 4.3 2.3</p>
				<p>1. Water edge</p> 
<p>Nodes of the alley Keep traditional space as important local identity Reveal the local atmosphere, taking advantage of the density Welcome the join of tourists for local activities</p>	<p>Waterfront+vegetable field+connection to the mountain Add water activities and walking trail to strengthen water-mountain connection Make use of vegetable field as a part to ensure the permeability to the water</p>	<p>Cultural site(pond and buildings)+production land Keep the spatial quality and limit construction along the site Promote activities for cultural exchange and interactions between local people and tourists Nearby productionland for education</p>	<p>Vegetable field+walking trail to the mountain Increase the accessibility to the mountain Add facilities to the connection point between village and mountain and enhance rural life quality</p>	<p>2. Alleys</p> 
<p>4.1 4.2 4.3</p>	<p>2.1 2.3 1.3 6.2</p>	<p>4.1 4.2 1.3</p>	<p>6.1 6.2 6.3</p>	
				<p>3. Mountain edge</p> 
<p>Cultural site(Ancient tree)+water+Ancient building Consider to increase tourists' contribution to local environment Add new functions to the cultural site</p>	<p>Cultural site(Temple and bridge)+water Consider new functions to the cultural site Spread local culture to tourists</p>	<p>Tea industry+Tea farm+residential Extension the chain of tea industry Supplyment the facility for new functions Mix-use of residential and commercial</p>	<p>Expansion area Consider to form a new collective space for local community Keep the corridor to natural resource Meet the need for new function of the residence</p>	
<p>4.2 2.1 2.3</p>	<p>5.2 2.2 8.3 7.2 7.3</p>	<p>3.1 3.3 7.1</p>	<p>6.1 6.2 1.3 9.1 9.2 9.3 3.2</p>	<p>Figure 5.1-1: Tool box development of the spatial intervention Source: Author</p>



- Activities**
  - Agriculture
  - Culture
  - Commercial
  - Leisure
  - Education
- Strengthen structure**
  - Mountain-water corridor
  - Traditional fabric
- Limitation and possible expansion area**
  - Protection of rural landscape
  - Meeting housing demand and service for tourism
- The advantage of edge**
  - Room for Landscape penetration
  - Multifunction of production land
- Traditional space**
  - Stone alley
  - Architecture style
- Protection and reuse of ancient buildings**
  - Repair
  - Internal add function
  - External surface protection
- Industry building**
  - Tea factory
  - Mill house
- Combination**
  - The strengthen of structure for mountain-water connections
  - Setting limitations for expansion
  - Tourism Activities for added value of resource
  - Contribution to community need



- 1.3
- 2.1 2.2 2.3
- 3.1 3.3
- 4.1 4.2 4.3
- 5.2
- 7.1 7.2 7.3
- 8.3

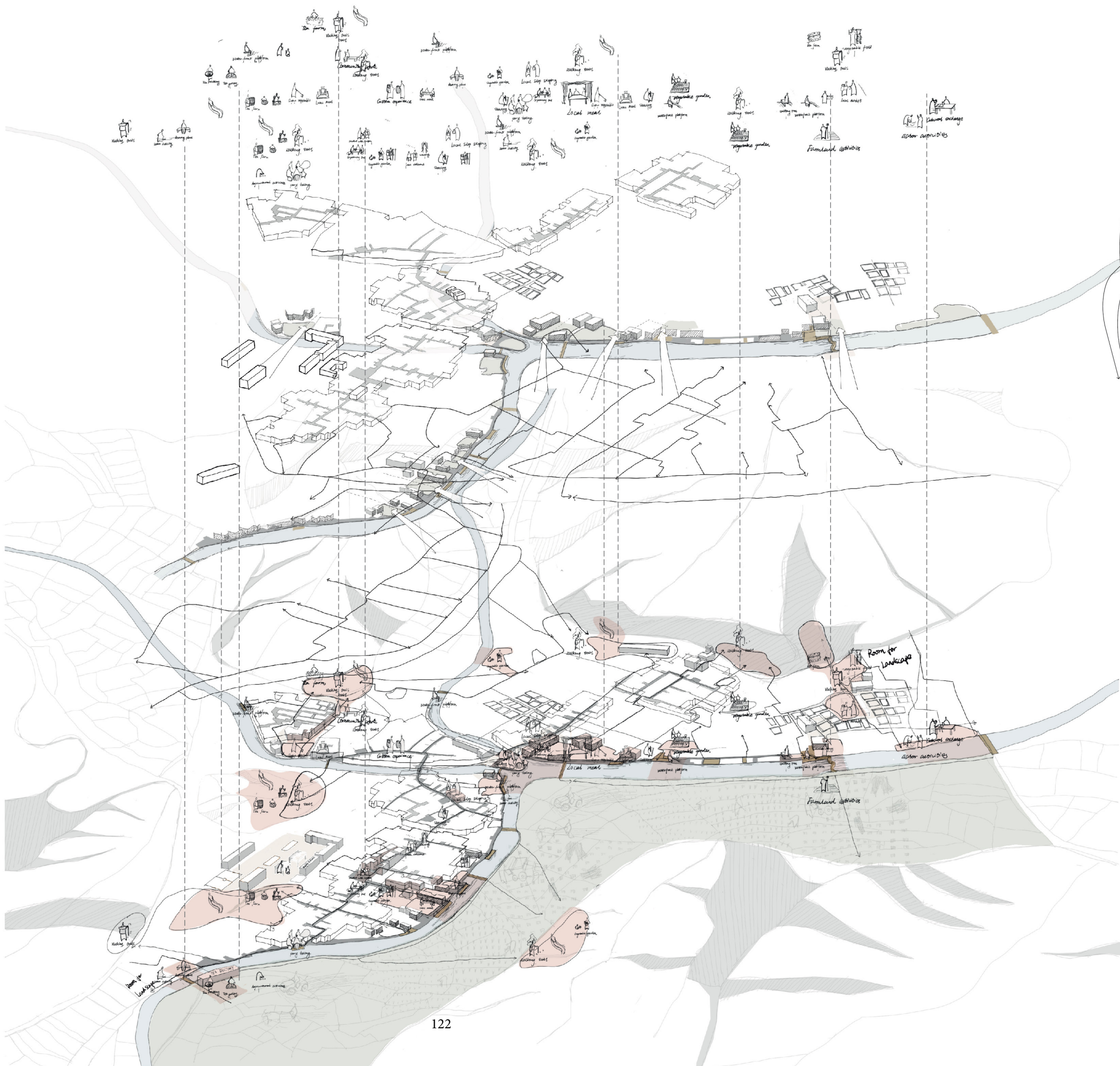
### Application on two sites

The implementation of toolbox at the village level has formed a new association and interaction between the various systems at the village scale, aiming for searching for mutually supportive systems related to culture, economy, space and governance and produce synergy during transformation. For example, in the tea industry, the location of the tea factory is used to expand the educational functions of tea exhibitions, and the construction of tea rooms in the surrounding space is used to hold tea performances, adding the participation of cultural systems. At the same time, the design points emphasize the structure of the village and continue the traditional fabric of the village.

Due to the different context of the two sites and the maintenance situation of traditional style, although the measures are similar in strengthening the landscape corridor, protecting traditional spaces, limiting expansion especially at the edge, increasing the function not only to meet the needs of tourists but the needs of the community, the implementation of toolbox is different in some aspects. It is mainly reflected in the second place to consider more possibilities of carrying capacity for ore service functions and expansion of construction land. While more construction restrictions will be carried out at the first location to ensure the total farmland retention in the south of the village and the water mouth landscape in the east of the village. Functionally, they can complement each other because these two places are close to each other.

Figure 5.2-1: Spatial intervention in village scale-site 1  
Source: Author





- Tourism Activities
- Social participation
- Intangible cultural heritage
  - Local customs
  - Food
- Spatial structure
  - Connection with nature
  - Connection with traditional fabric
- Rules of limitation for expansion
- Rules of protect local culture
- The advantage of the edge
- Tangible culture heritage
  - Half Month Dyke
  - Bridge
  - Tree
  - Well
  - Anstors hall
  - Temple
  - Valuable house in disrepair
  - Traditional space
- Local industry

Intervention

- |     |     |     |
|-----|-----|-----|
| 1.1 | 1.2 | 1.3 |
| 2.1 | 2.2 | 2.3 |
| 3.3 | 3.2 |     |
| 4.1 | 4.2 | 4.3 |
| 5.2 |     |     |
| 6.1 | 6.2 | 6.3 |
| 8.2 |     |     |
| 9.1 | 9.2 | 9.3 |

Figure 5.2-2: Spatial intervention in village scale-site 2  
Source: Author



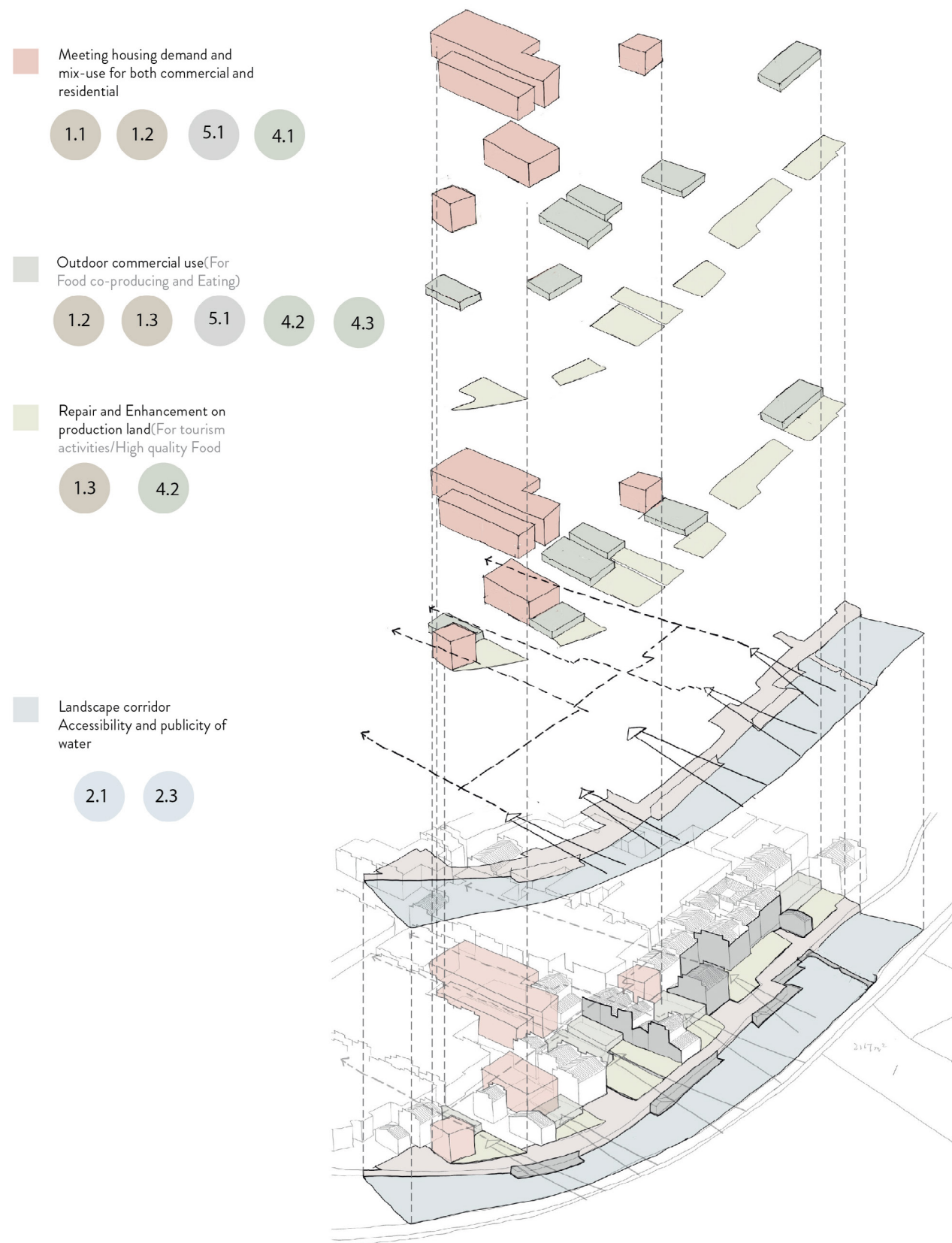


Figure 5.3-1: The usage of the pattern and spatial design of the example project  
Source: Author



Figure 5.3-2: The flexibility of function alignment and maximum the synergy in the transformation of resource  
Source: Author

### Project example

In order to explore the flexibility that exists in the design under the uncertainty of constantly changing needs and resources based on community value, a project example at the second location is chosen to makes the design attitude for the realization of space more clear.

Based the previous analysis, the waterside space has the advantages of ensuring the penetration of natural landscapes, good natural conditions, and a mixture of residential and production land. In the design, the priority is to ensure the penetration of natural landscapes, the comfort of natural conditions, and the publicity and accessibility of waterside spaces. The original vegetable fields use high-quality food production, tourism and educational activities for overall valorization, part of the ceding brings more economic benefits to the community through outdoor businesses, and part of it is used for densify to meet the residents' demand for housing. The mixed form of housing and accommodation adjusts the balance between economic interests and residential rights.

In the process of balancing choices, what was discovered was the limits and rules of construction, and how to create synergy between various resources.

The section of the design shows the quality of the space created under the guidance of the pattern. How visitors and residents can benefit at the same time and the possible forms of organi-



1.3

1.1

1.2

9.2

4.3

5.1

5.3

2.1

2.3

3.3

Reference on the architecture style derived from local architecture  
Flexibility on providing both residential and accommodation function

Outdoor dining space made of natural materials(wood and stone) by local people for making advantage of rural landscape and decrease the amount of construction

The publicity and entertainment of the riverside space

The penetration of natural landscape and agricultural landscape

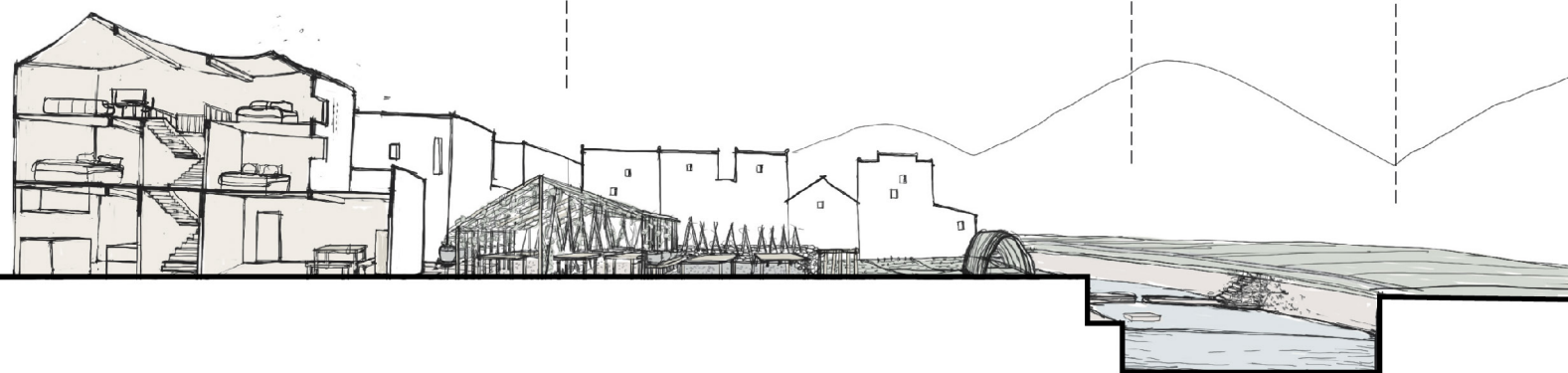


Figure 5.3-3: Section of the example project  
Source: Author

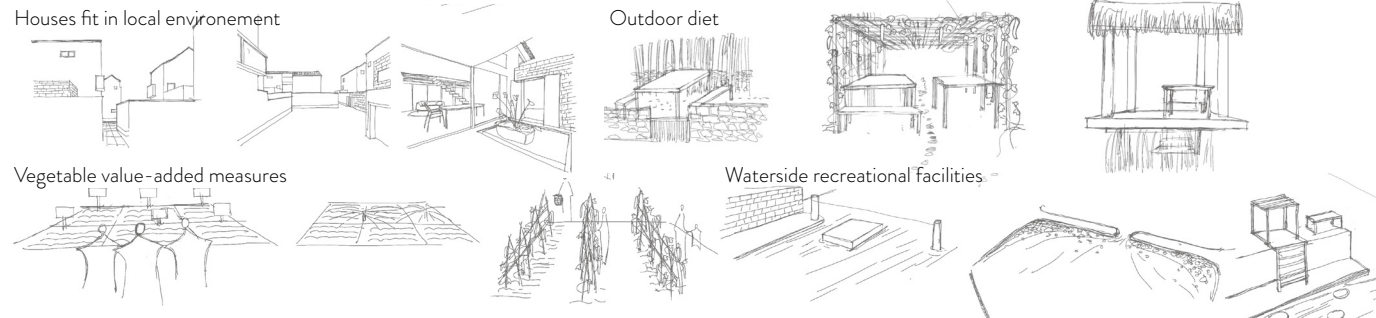


Image 1-2  
Source: <http://www.archdaily.cn/cn/802742/dang-dai-xiang-cun-ju-luo-hang-zhou-fu-yang-dong-zi-guan-hui-qian-nong-ju-gadje-di-she-ji>  
Image 3  
Source: [http://www.archdaily.cn/cn/882403/an-hui-tong-ling-shan-ju-zhuang-zi-yu?ad\\_medium=widget&ad\\_name=recommendation](http://www.archdaily.cn/cn/882403/an-hui-tong-ling-shan-ju-zhuang-zi-yu?ad_medium=widget&ad_name=recommendation)  
Image 4-12  
Source: Author

zation behind the space management.

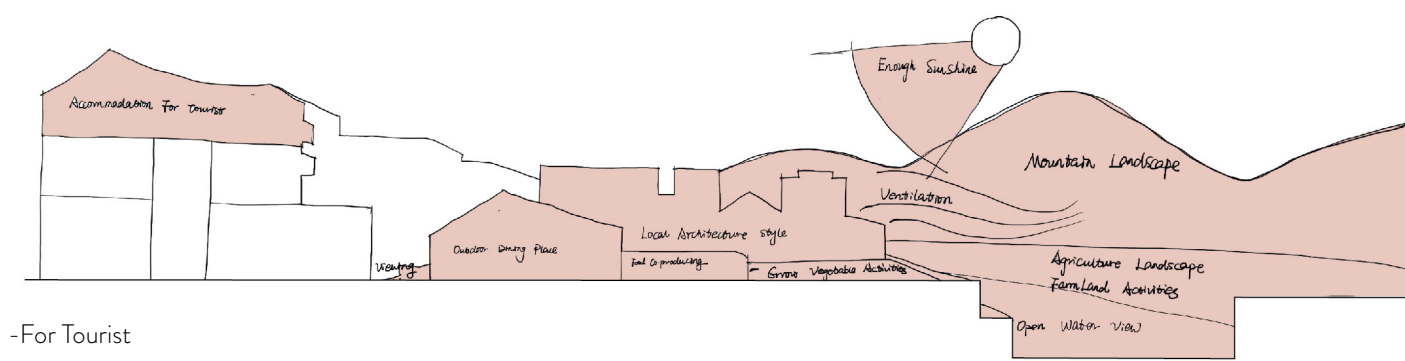
As mentioned before, the main contents of the design included in this section include new residences to meet the residential and tourism needs, outdoor catering space under the cooperation of residents, and certain entertaining design along the river.

In terms of meeting the needs of tourists, they can be satisfied with their local residence, food, and entertainment. A good rural landscape and the interaction process with local residents enable them have a deeper understanding and experience of local culture. Considering the seasonality of tourism, when the tourism peak is low, the space created can still be used by the community to promote the de-

velopment of the community (eg. The vegetable racks built for the tourists' diet can still be used for food production and school agricultural education activities). At the same time, due to their contribution to the economy, the landscape and culture of the village justify their protection measures and maintain the local identity, which enhances the residents' sense of identity with the community. The mutual cooperation of the village people enable them to interact with the space again and increased their sense of belonging to the community.

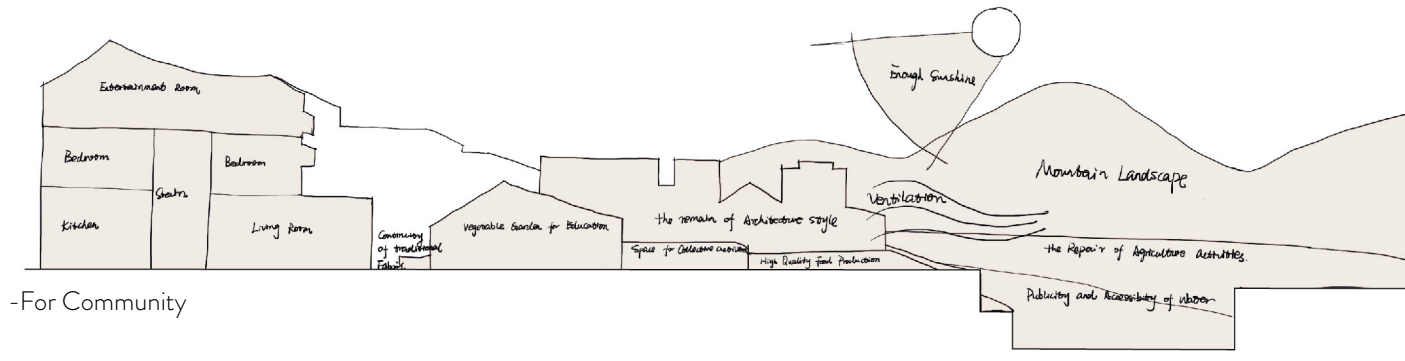
Finally, behind the project is the government's support for the project and the specified construction regulations, and the protection policy for the local culture and landscape.

Community-based space for tourism



-For Tourist

Figure 5.3-4: Interpretation of the space for Tourist's value  
Source: Author



-For Community

Figure 5.3-5: Interpretation of the space for Community's value  
Source: Author

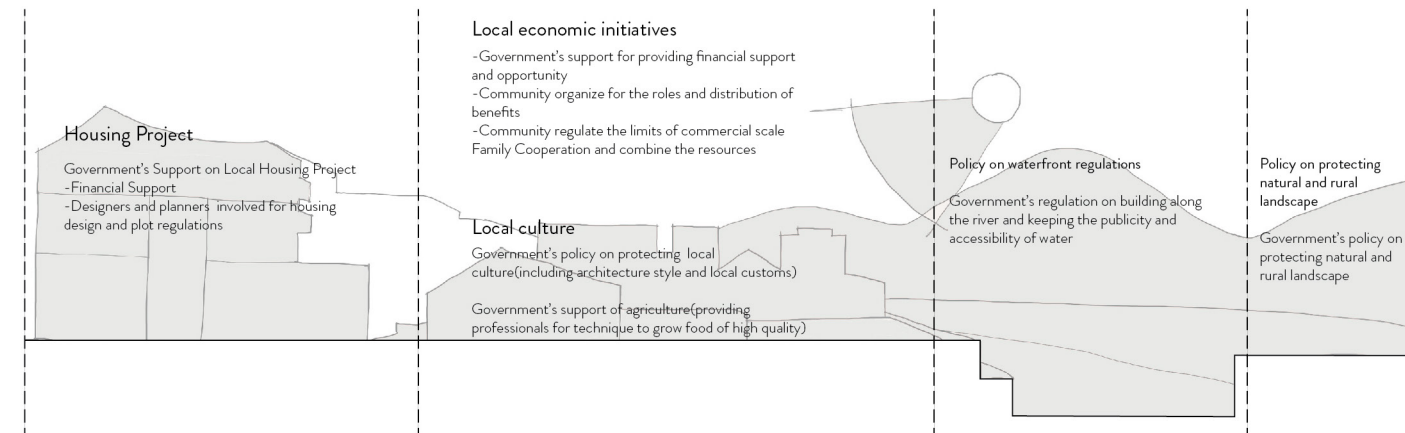


Figure 5.3-6: Interpretation of the the governance behind space  
Source: Author



Alley-Before



Image 5.4-1: Original sight of the alley  
Source: Xiongliyue, sight of Tuochuan (2017).

Visualization

The density of the alley is higher and the limited space resources should be used effectively. On the basis of maintaining the traditional spatial features, It can be shaped for community activities (eg. food production, crafts production, etc.) The space with rich community activities is a display of local culture for tourists. It can also increase tourists' chances of participating in local activities on this basis.

Heritage site-Before



Image 5.4-2: Original sight of the valuable house in disrepair  
Source: Xiongliyue, sight of Tuochuan (2017).

Restoration of local historically valuable buildings and shaping into a space for community cultural display and leisure activities. Combine production, education, entertainment functions of production land. And then repair and enhance the rural landscape.

Alley-After



Alley-The application of patterns

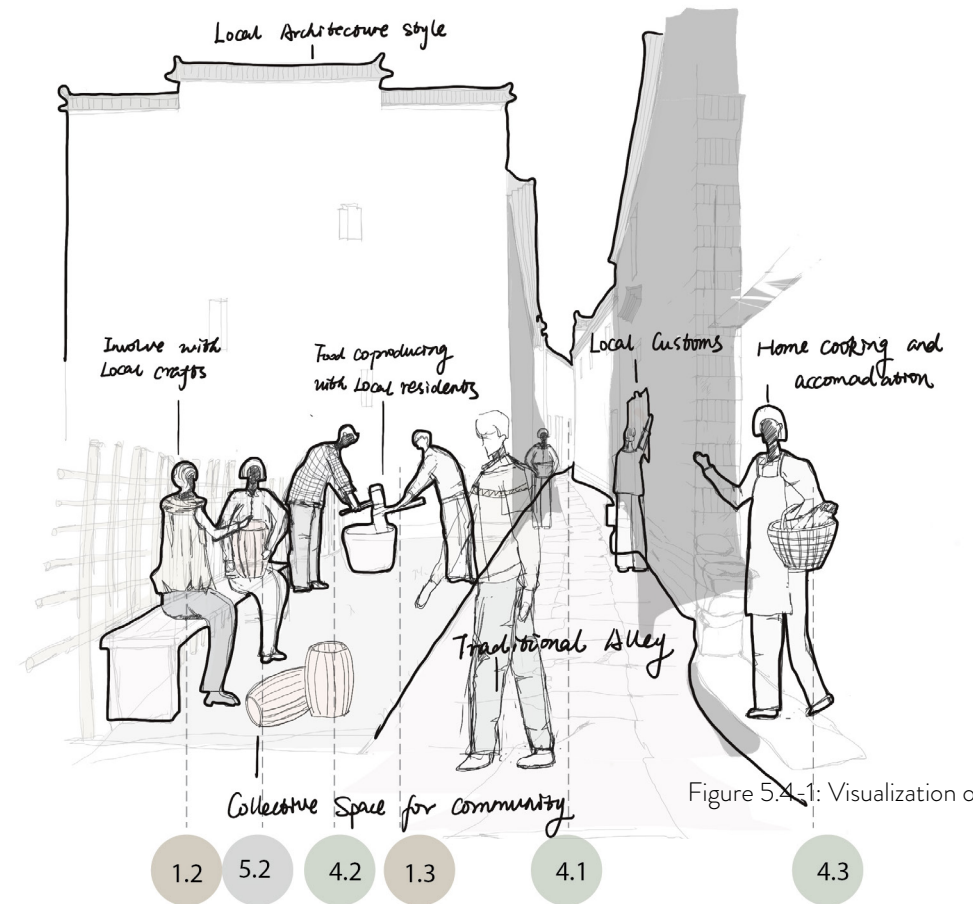


Figure 5.4-1: Visualization of the design in alley  
Source: Author

Heritage site-After



Heritage site-The application of patterns

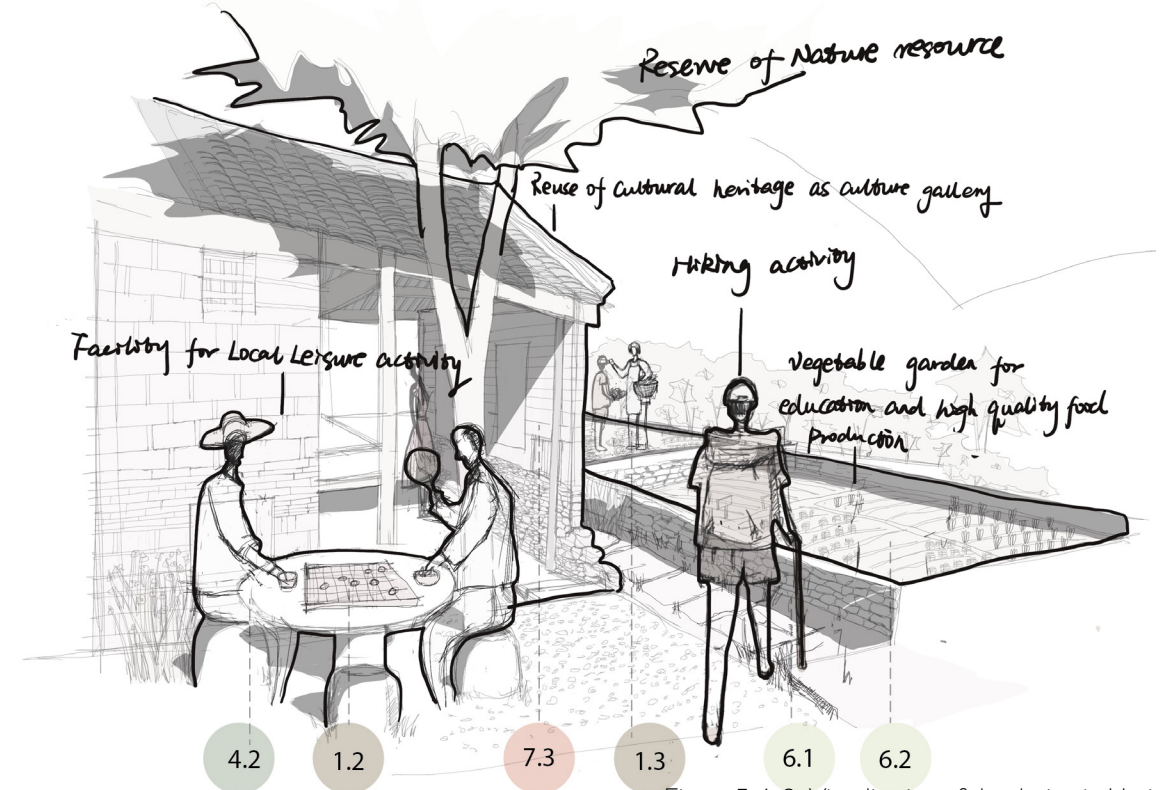


Figure 5.4-2: Visualization of the design in Heritage site  
Source: Author





Image 5.4-3: Original sight of the water edge  
Source: Gongxiaoyun, sight of Tuochuan (28 Feb 2020)

### Water edge-Before

The waterside has good landscape and natural conditions, and a certain amount of production land and local characteristic buildings. It is the most concentrated area of resources and has a lot of potential for producing economic capital. According to the application of pattern, it can be used as an excellent place for the community and residents to benefit at the same time. Keep good natural landscape and enrich its entertainment function during construction. Local residents can build vegetable scaffolds with local natural materials to create eating places with rural characteristics. Through food-co producing and story telling to establish more communication opportunities between locals and tourists.

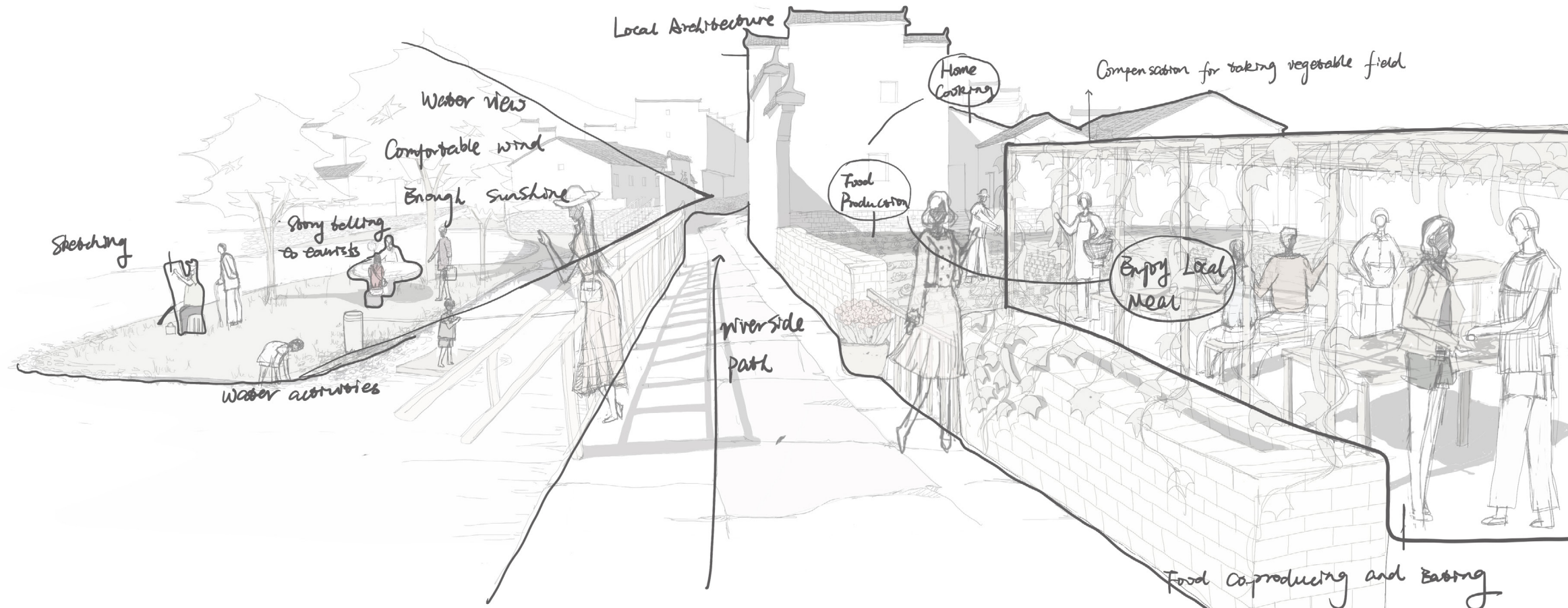


Figure 5.4-3: Visualization of the design in Water edge  
Source: Author

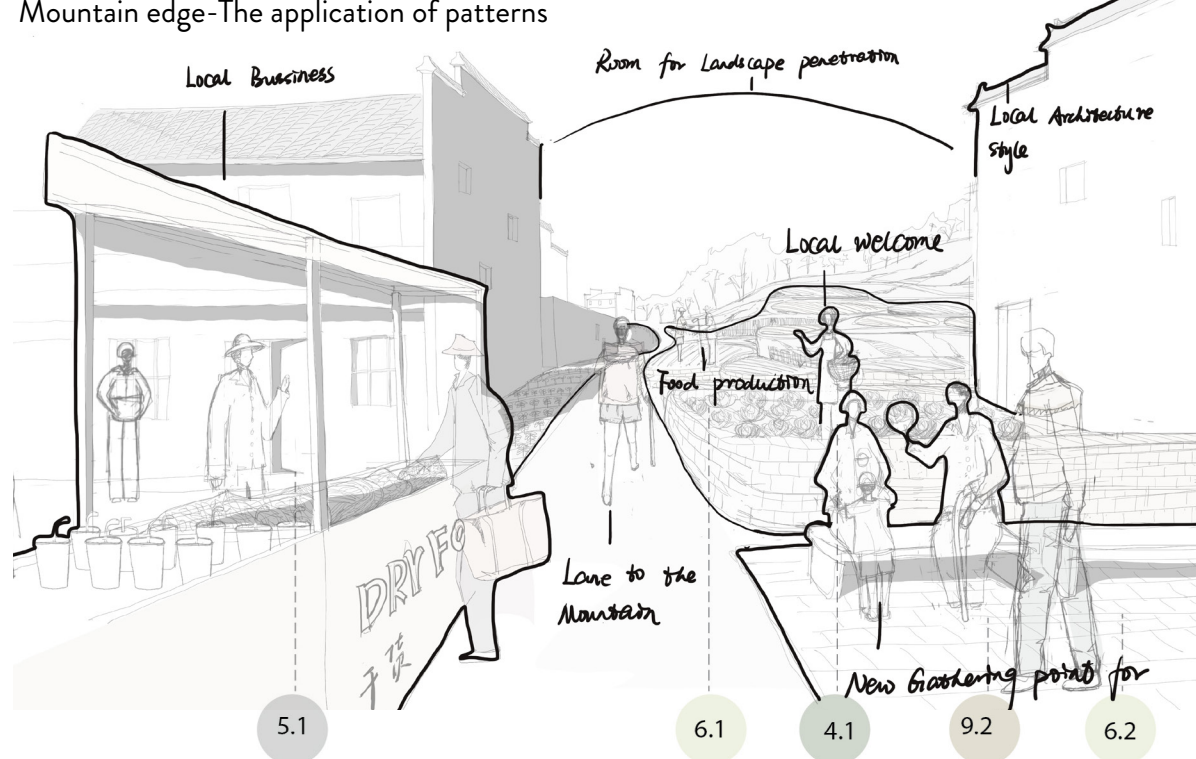


When expanding on the edge of the village, leave a landscape corridor and retain access to natural resources. Building a new gathering place on the basis of maintaining the local landscape, on the one hand, it can continue the characteristics of the local landscape, on the other hand, it can combine functions such as a bazaar, and support residents to sell local specialties to tourists to obtain more economic sources.

Mountain edge-After



Mountain edge-The application of patterns



Mountain edge-Before



Image5.4-4: Original sight of the mountain edge  
Source: Gongxiaoyun, sight of Tuochuan (28 Feb 2020)

Figure 5.4-4: Visulization of the design in Mountain edge  
Source: Author

Conclusion on design of village

This village-scale design has dealt with commercial and residential, protection and utilization of natural resources, residents' participation in community development, village expansion and rural landscape protection through the use of pattern, using culture as an important pillar to connect tourism with local development, seeking mutual support of various systems within the village to produce synergy of economy with the improvement of social and cultural life of the area.

It response to how to use the value of village life to support tourism development on the basis of community development to generate inclusive

benefits to the community and villagers. This benefit not only exists for adding value to local industries, improving the life quality and economic income of villagers, but also in enhancing community cohesion and cultural identity.

After the design at village scale, what can be used to support this kind of development in a wide system? As an important settlement form of Wuyuan and even the whole Huizhou, villages, what impact can they have on a large scale? In order to explore this problem, this project continued to conduct network research and design on the county and Huizhou scales.

Figure 5.5-1: Conclusion table on achieving both local and tourism development  
Source: Author

Values of rural life	Possible usage for tourism	Possible tourism activities	Reflections on local development	Typical Space
Publicity of village life	Friendly country living atmosphere Co-production of food Handicraft experience Folklore participation	Outdoor diet Outdoor food preparation Organic food picking Organic food sales Agricultural education	Value added of agricultural production (tea factory / cultivated land / vegetable garden / breeding) Agricultural education High quality food production	Water edge
		Experience of rural waterside space features: Water Activities Waterscape platform Along the river Understanding of rural space stories	Openness and sharing of natural spaces: Water Activities Waterscape platform Along the river Continuation of collective memory	
Lifestyle based on nature	Cultural Interpretation of Respecting Nature Nature-related activities	Ancient architecture visit Folklore experience (handicrafts, folklore activities) Local store shopping Walking activity Cultural interchange Volunteer teaching	Ancient architectural heritage protection Folklore continuation (handicrafts, folklore activities) Local store operation Retention of traditional pedestrian spaces Cultural interchange	Alleys
self-sufficient life	Agricultural landscape and culture Farming experience healthy food Convenient life	Production experience Agricultural education Experience of rural natural space: (Natural recreational activities (Accessibility of natural space)	Production recovery and value-added Continuation of agricultural education Improvement of community quality of life: (Natural recreational activities (Accessibility of natural space)	Mountain edge



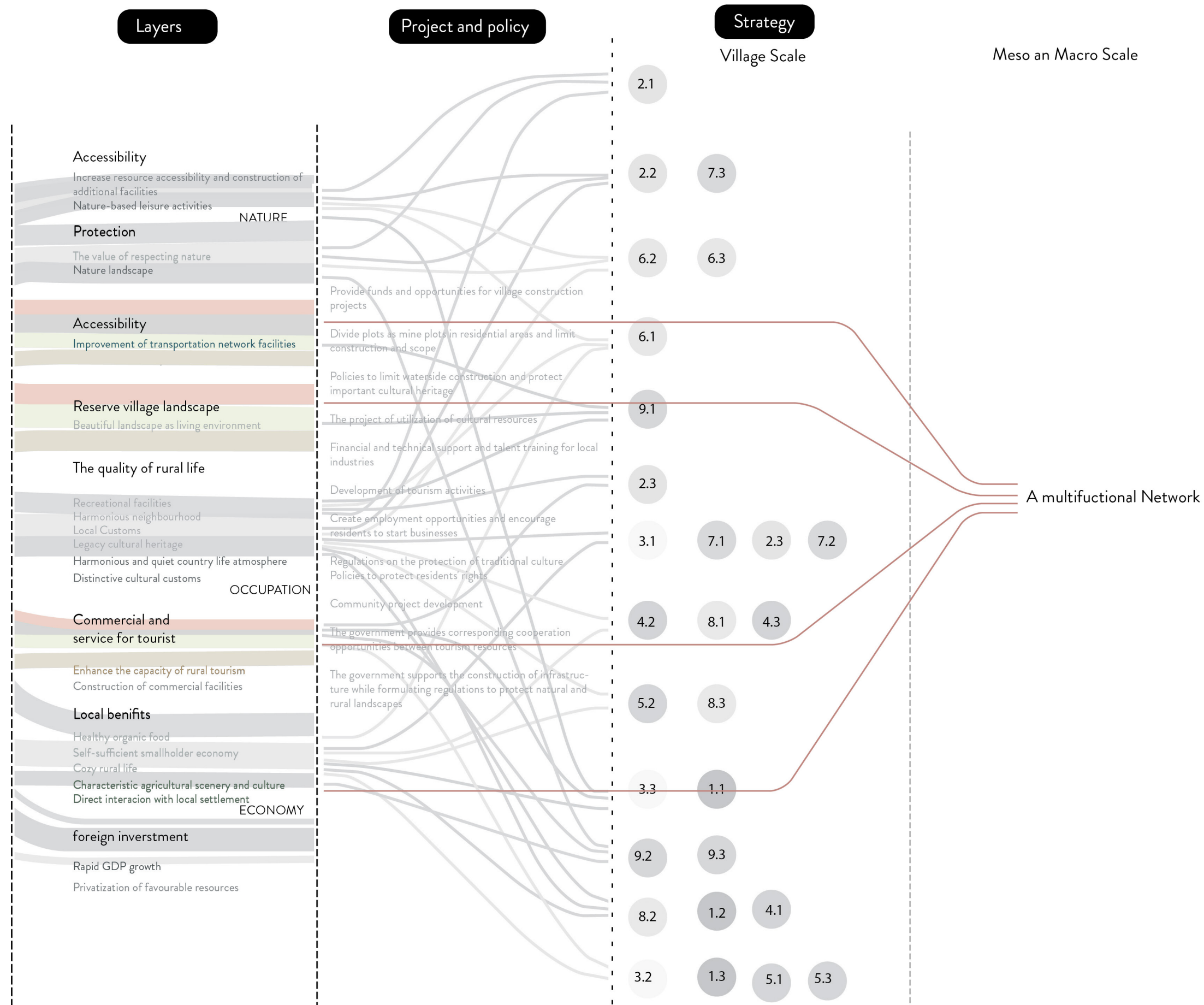


Figure 5.6-1: Scale up the project  
Source: Author

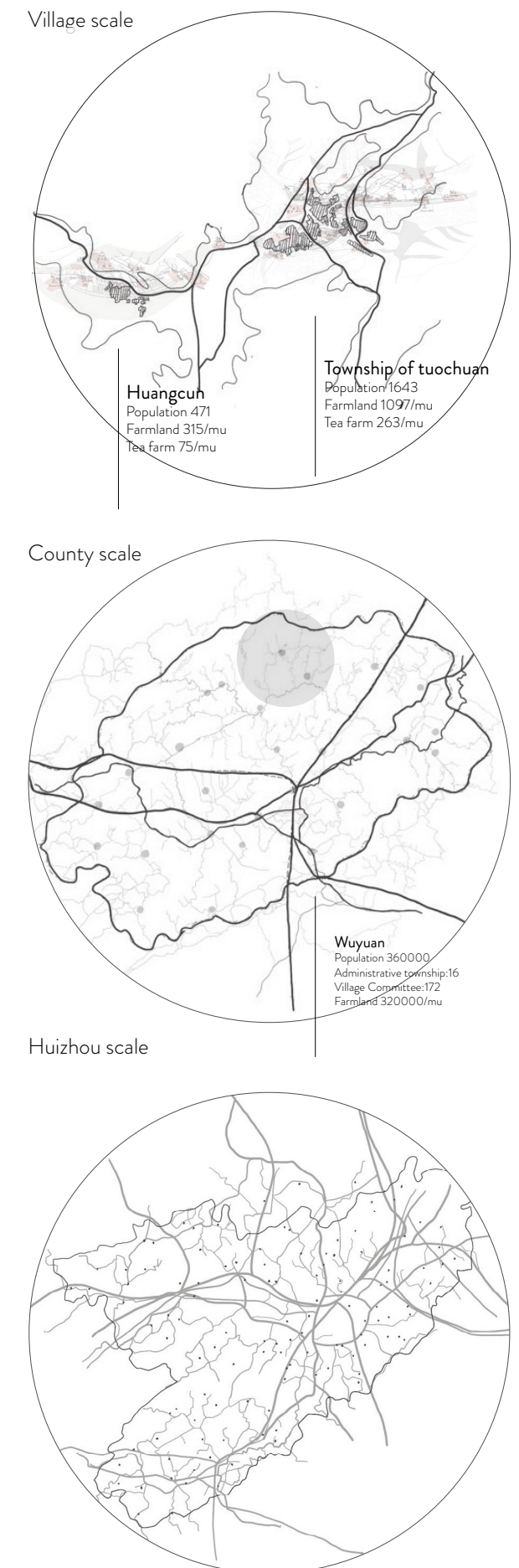


Figure 5.6-2: Network structure of three scales  
Source: Author



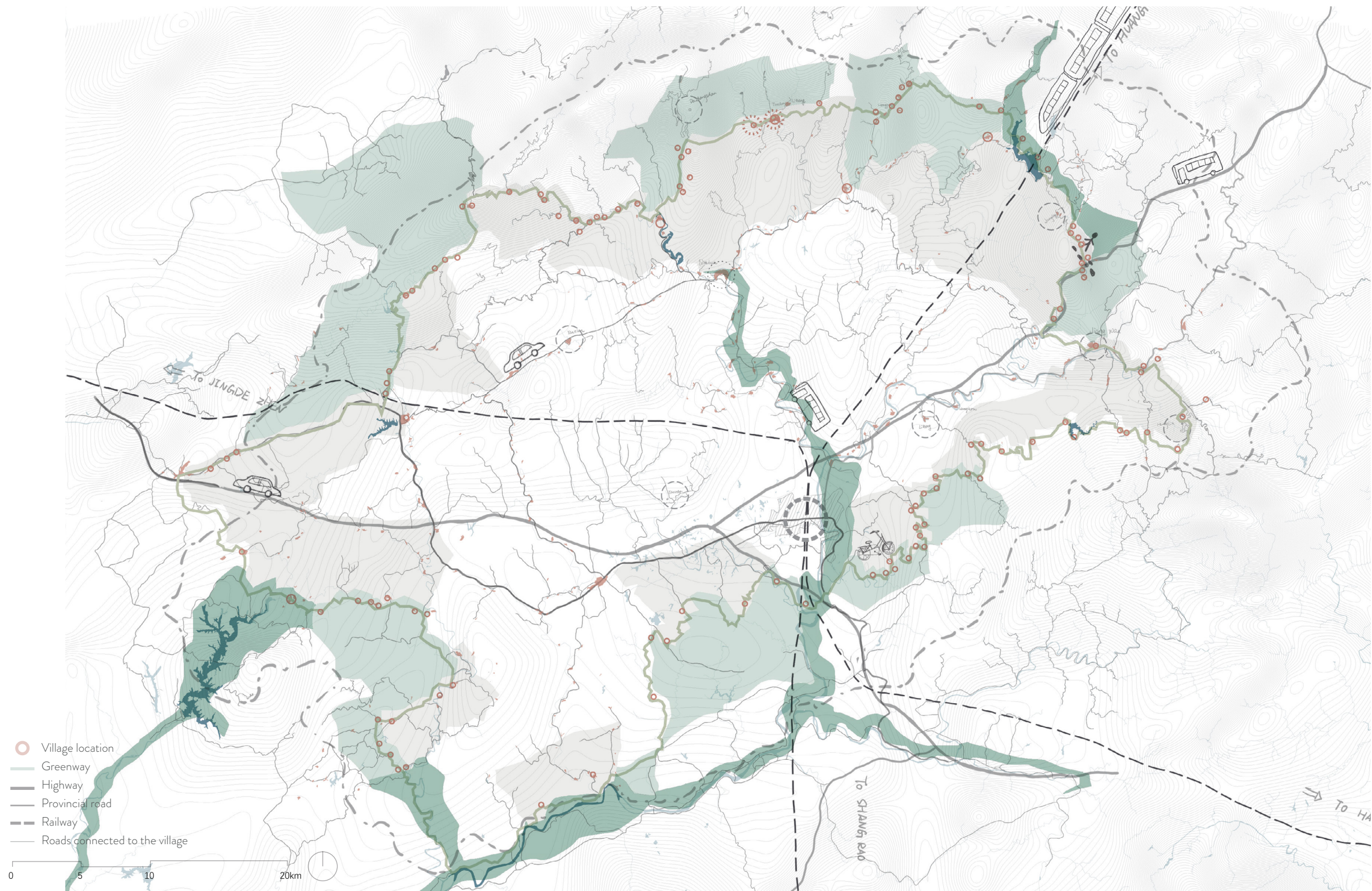


Figure 5.6-3: Greenway design in County scale  
Source: Author

### A multi-functional network

Although this project focuses on community-scale design, its scale-up research is still necessary as CBT is a possible choice for sustainable development. After designing at the village scale, in addition to creating an advantageous external network for village construction. Network design on a large scale can bring greater advantages to the cooperation between CBT, the sharing of tourism resources, the shaping of cultural brands and enhance the whole cultural landscape instead of isolated site.

The two places of this project are located in the rural areas of northern Wuyuan. In addition to the only urbanized location, Wuyuan has 16 administrative towns similar to the second place, 161 village committees, and more than 1,400 villages. Although the village is the most rich place for tourism in Wuyuan, as the lowest level of Chinese administration, they are at the very end of the network construction, and accessibility is often given priority, while large-scale infrastructure construction often ignores the protection of local cultural landscapes. It even brought environmental damage to the local area. The damage to the village fabric that appeared in the analysis chapter is largely due to this reason.

In order to strengthen the connection between villages and expand the scope



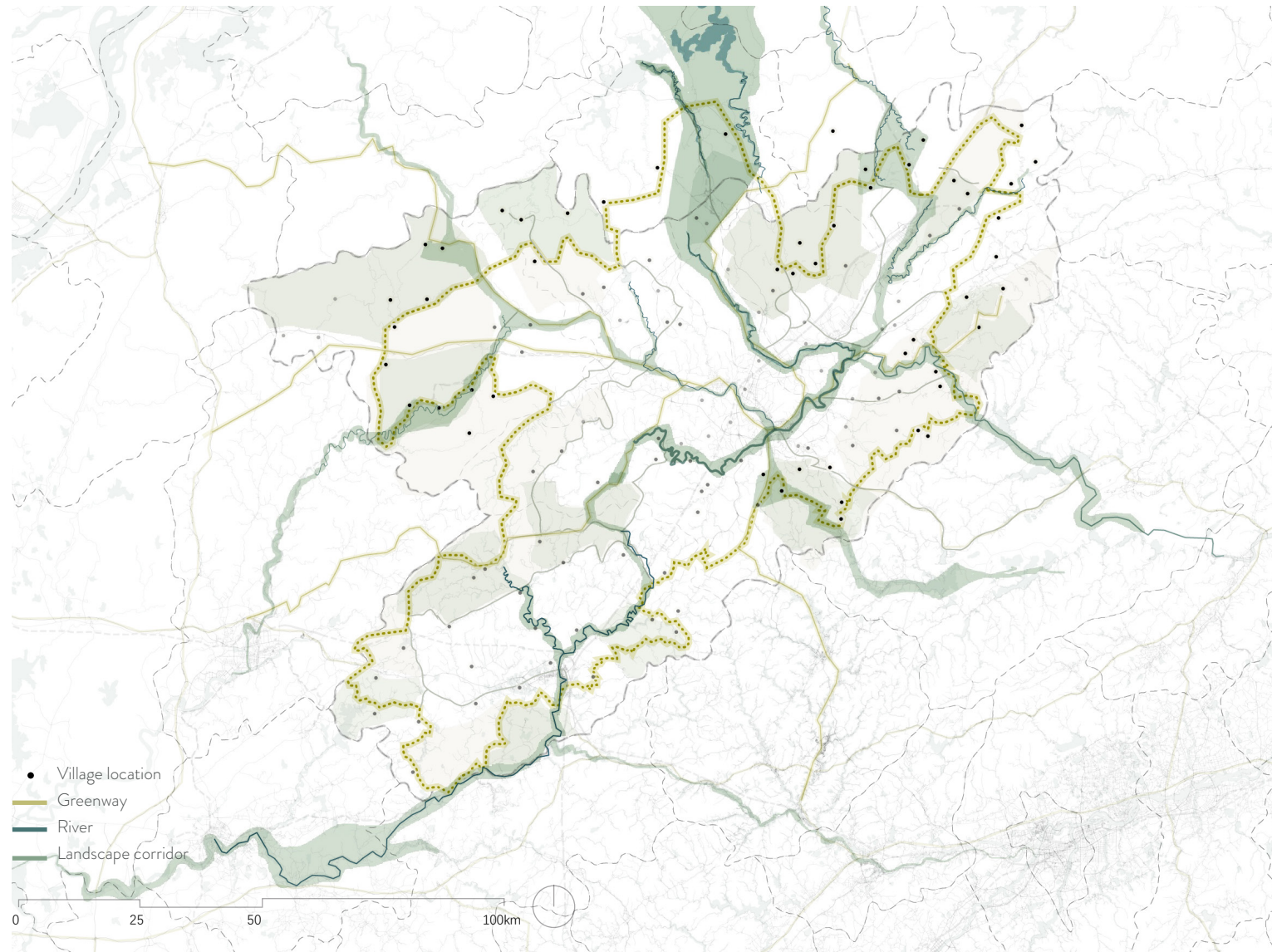


Figure 5.6-4: Greenway design in Huizhou scale  
Source: Author

of tourism cooperation, the project expand the concept of “greenways”(Grove, 1990) to compile a multi-function network between villages with leisure tourism, nature protection, historical experience, and rural revitalization. Through the connection between fields and forest paths, a recreational path connecting villages, farmland and natural landscape, culture and other important points is formed. In Wuyuan, an important circular green chain structure can be formed. Emphasis is placed on enhancing the accessibility and connection with nature in the northern mountainous villages. At the same time, in the Huizhou area with similar geographical characteristics and culture, a larger network can be established as an important stage for the display of Hui culture, uniting tourism resources and supporting rural development.

## Conclusion

The design chapter complete the exploration of how Wuyuan villages can achieve socio-economic sustainable development from the consideration of the internal community to the external network environment, from the village scale, the county scale to the Huizhou scale.

It shows the spatial quality that can be produced by the superposition of tourism development and village life value. The balance between economic interests and cultural protection. Based on the community-based principle, through the use of different values of resources in the minds of different stakeholders, the development potential is explored.

Through strengthening the links between villages, it then expand the possibility and influence of community project design.

In the design process, there has always been the exploration of multiple utilization modes of space, the combination and link of various space resources, the understanding of the different values of resources and the in-depth understanding of local context. The design part strengthens the grasp of the village spatial elements of the research, the understanding of village life, the governance model behind the formation of space. And then explores a possible direction for the development path of the village.



## Feasibility

6.1 Policy support

6.2 Timeline-Three stages

6.3 Steps of each stage



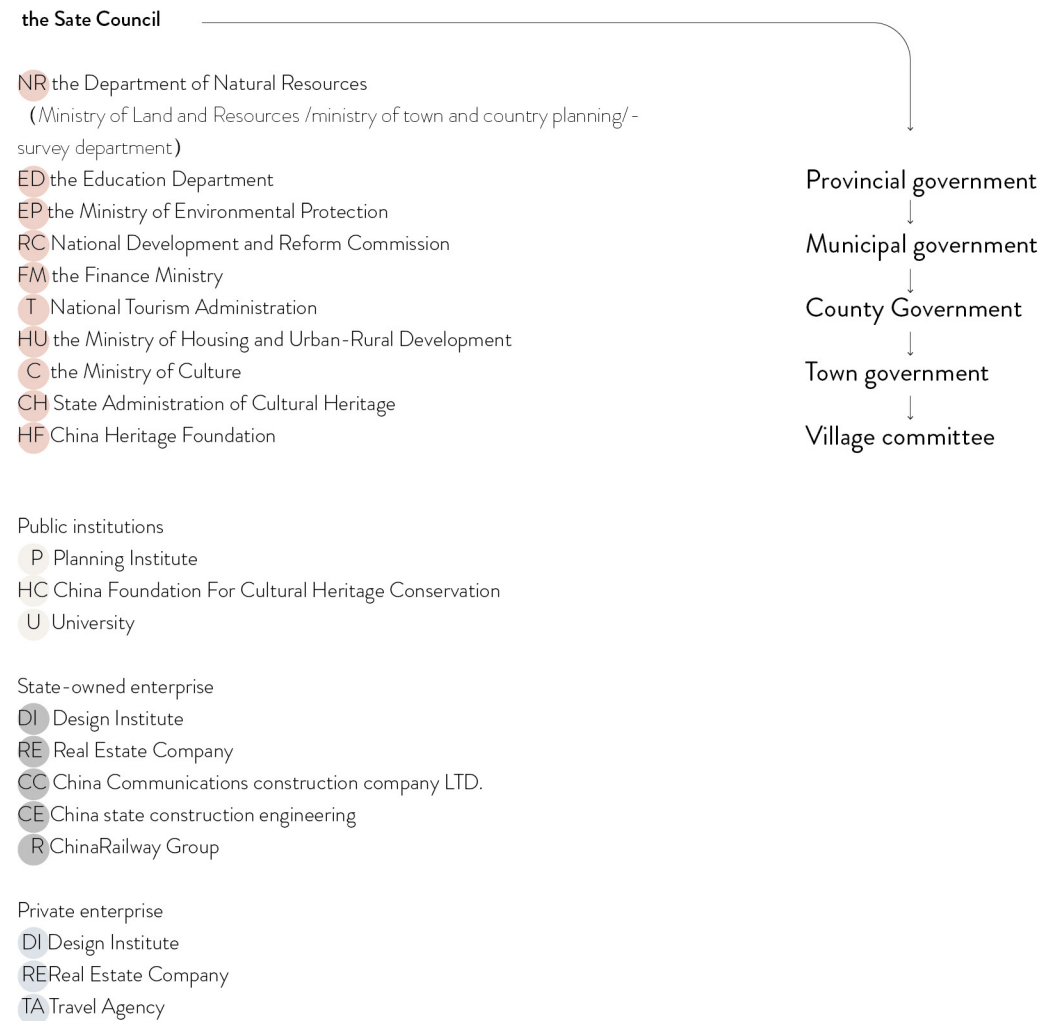


Figure 6.1-1: Related public and private sectors  
Source: Author

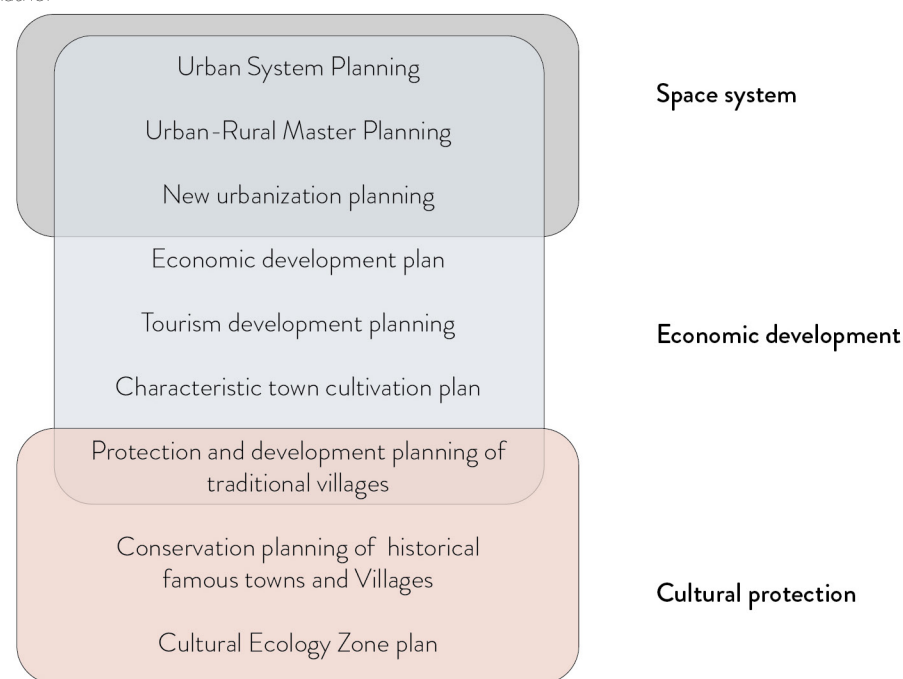


Figure 6.1-2: Related planning system  
Source: Author

The feasibility chapter mainly seeks the support of the project through the collection of relevant Chinese policies. Which mainly includes the support of rural tourism development, cultural protection and spatial planning. It also elaborates on the importance of community power that is overlooked in the top-down urban planning system dominated by the public sector in the context of the Chinese socialist system. On this basis, combined with Zapata's (2011) research on the CBT life cycle, the threats faced by rural China and other CBT-related practices, the timeline of the project and steps of each stage are produced.

### Policy support

#### *The impact of national systems on urban planning*

The key difference between the capitalist system and the socialist system in urban and rural construction matters lies in the roles and responsibilities undertaken by the public and private sectors. While urban planners achieve the purpose of serving urban

development by guiding and controlling the construction actions of government entities, market entities and user entities (Pan & Lin, 2020).

Although China is a socialist country, under the background of national system reform, the state council's attitude towards the role of the government and the market in the development of urban construction is constantly changing. The role of central and local governments as "all-round style governments" gradually changed to the emphasis of the decisive role of the market in resource allocation.

However, unlike the urban planning process in developed countries that has evolved from the privatization of property rights that only accumulates in the free market, the urbanization of China still emphasize "top-down" administrative execution and then the support for market-oriented behavior (Pan & Lin, 2020).

At present, China's urban planning system has formed different levels of planning from the country, province,

	Limitations	Suggestions
<b>Cultural protection</b>	<ul style="list-style-type: none"> <li>Focus on village scale and space within the village</li> </ul>	<ul style="list-style-type: none"> <li>Combined with community life</li> <li>The attention to the whole rural landscape</li> <li>Inter-provincial cooperation measures between places with the same cultural background</li> </ul>
<b>Economy development</b>	<ul style="list-style-type: none"> <li>Top-down measures</li> <li>Foreign investment</li> <li>Fast growth of GDP</li> </ul>	<ul style="list-style-type: none"> <li>Combined with the protection of rural landscape</li> <li>The indicator of inclusive benefits</li> <li>Stimulation of bottom-up behaviour</li> <li>Provide skill and education</li> <li>Economic incentives</li> <li>The use of local knowledge</li> </ul>
<b>Spatial system</b>	<ul style="list-style-type: none"> <li>Emphasize on top-down hierarchy structure</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen the connection between villages</li> </ul>

Figure 6.1-3: Suggestions to the policy  
Source: Author



- 1) **Urban system planning of Jiangxi Province (2015-2030)**
  - Promotes local urbanization in rural areas by rural tourism
  - Combined with road reconstruction and upgrade to build tourist channels
  - Strengthen the protection of the overall style and features of famous cultural towns and tourist service towns
  - Build a central village community and a public service network
- 2) **National New Urbanization Plan (2014-2020)**
  - Promote the integration of urban and rural development
  - Expand public financial coverage in rural areas
- 3) **New urbanization plan of Jiangxi Province (2014-2020)**
  - People-oriented urbanization
  - Service-oriented government
- 4) **General plan for tourism industry development of Wuyuan County, Jiangxi Province (2005-2020)**
  - Rich scenic transportation, including bike, bus, electromobile, etc.
  - Diversified accommodation model
  - Tourism route planning
  - Protection of cultural heritage and tourism heritage
  - Encourage public participation in the protection of ancient villages
  - Protect tourism resources, grasp the planning implementation and monitoring
- 5) **Outline of the 13th five year plan for national economic and social development of Wuyuan County**
  - The change from shallow sightseeing to health and leisure tourism
  - Construction of county-level circular tourist routes
  - Declaration of national-level historical and cultural city, world cultural heritage
  - Encourage the development of a vegetable industry with a joint production and marketing model
- 6) **Overall urban and rural planning of Wuyuan County (2015-2030)**
  - Tourist route planning
- 7) **Notice on developing characteristic small town cultivation 2016**
  - Formulate support policies, implement funds, and organize implementation
  - Support special town construction projects and apply for special construction funds
- 8) **Notice on promoting policy based financial support for small town construction 2016**
  - Provide platform support for the development of characteristic industries in small towns
- 9) **Regulations on the protection of traditional villages in Jiangxi Province 2016**
  - Incorporate the protection and utilization of traditional villages into their tourism development plans
  - Local organization use traditional buildings and natural resources to develop rural tourism
  - Encourage local villagers (residents) to engage in tourism operations and other related activities
  - Clarify the guarantee measures for the legal rights of local villagers (residents).
- 10) **Regulations on the protection of famous historical and cultural cities, villages and towns 2008**
- 11) **Overall planning of Huizhou cultural and ecological protection experimental area (2009-2025)**
  - Resource-saving, environment-friendly, excellent traditional culture and modern life organic integration
  - Protection of non-legacy cultural heritage
  - Intangible cultural heritage that exists and inherits in a living state
- 12) **Basic requirements for the preparation of traditional village protection and development planning, September 2013**
  - General plan of village protection zones, protection scope and various protection zones and control limits
  - Classification protection measures of cultural relics protection units, historical buildings, traditional style buildings, other buildings within the protection scope
  - Habitat improvement measures

Figure 6.1-4: Related plans and policies  
Source: Author

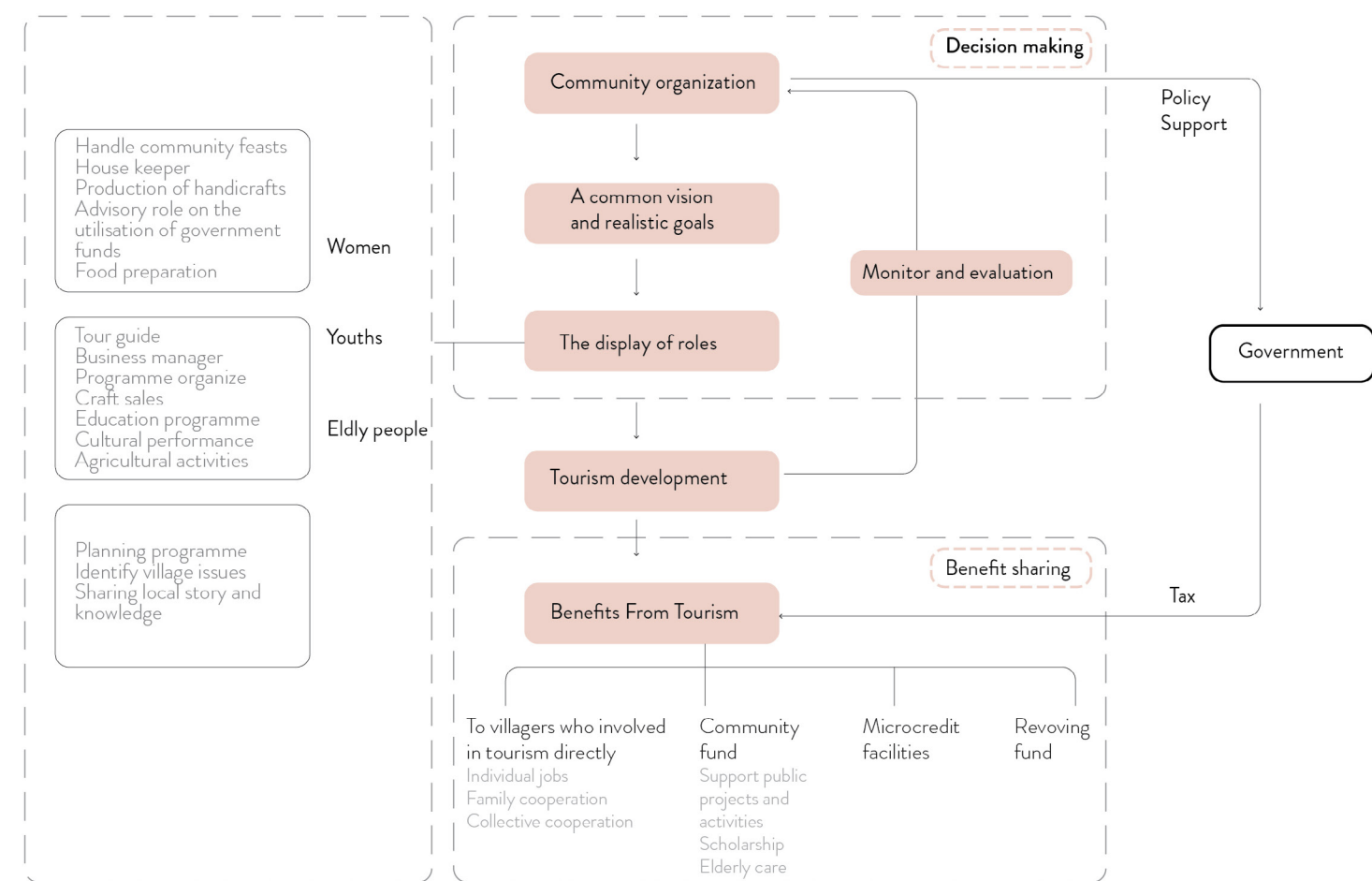


Figure 6.2-1: Community organization  
Source: Author

city to villages and towns. The main co-ordination lies in the economic and social development planning, urban and rural overall planning and land use planning. Through the management of the space to guide and control the purpose of its economic and social attributes (Yuan, 2014).

#### Collection of related policies

The collection of different scales of planning and policies to support this project mainly includes urban system planning, urban and rural development planning, new urbanization

planning, national economic and development plans, tourism development plans, special small town cultivation plans, traditional villages conservation and development planning, historical and famous towns and famous villages planning, and cultural and ecological pilot zone planning. These plans are jointly developed by the relevant government departments and are jointly completed by the government and public institutions, private enterprises and state enterprises during the implementation process.

Among them, the urban system plan of Jiangxi Province has determined the

policy of Wuyuan to achieve urbanization on the spot with the help of rural tourism, building tourist highways to connect the countryside, and establishing central village communities; the new urbanization plan emphasizes the coordinated development of urban and rural areas and increases the funds for rural development, while constructs people-centered urbanization and service-oriented government.

The relevant plans of Wuyuan County require the transformation of the current tourism development, the emphasis on cultural protection, public participation, and the diversified



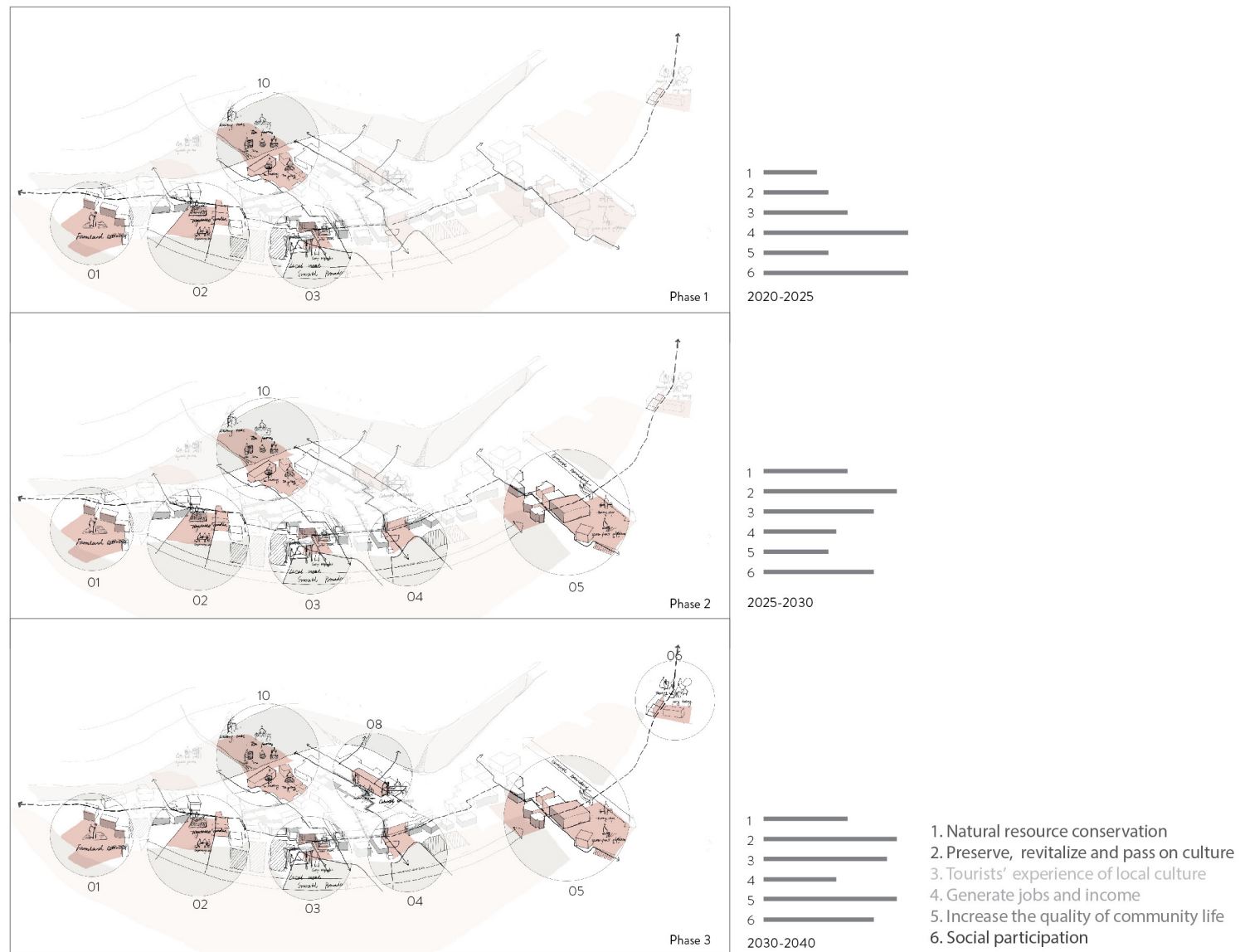


Figure 6.2-2: Project evaluation and implementation procedures-site 2  
Source: Author

development of tourism models. And the national small town cultivation plan further provides financial support for the diversified development of small towns.

In terms of cultural protection, it mainly includes the related protection policies and plans for traditional villages and famous historical and cultural cities, towns and villages. And the only one cross-provincial ecological and cultural pilot zone plan, overall planning of Huizhou cultural and ecological protection experimental area, recognizes the important role

of Hui culture as a part of traditional Chinese culture, protects and inherits the intangible cultural heritage of Hui culture.

#### *Suggestions to the policy*

Although under the leadership of the new national urbanization policy, the development trend of rural area is gradually shifting to the emphasis on cultural protection, public participation and tourism development, the emphasis is still very limited. Cultural protection now mainly emphasizes the protection of villages that have been

included in the list of traditional Chinese villages and historical and cultural villages. The scope of its protection is often confined to the space within the village rather than the overall consideration of the rural landscape. The form of public participation is also vague. Tourism development often ignores the power of the community as a producer and consumer to shape public space rather than just an object.

On the other hand, because most policies emphasize top-down execution and support from external forces, they ignore considerations that encourage

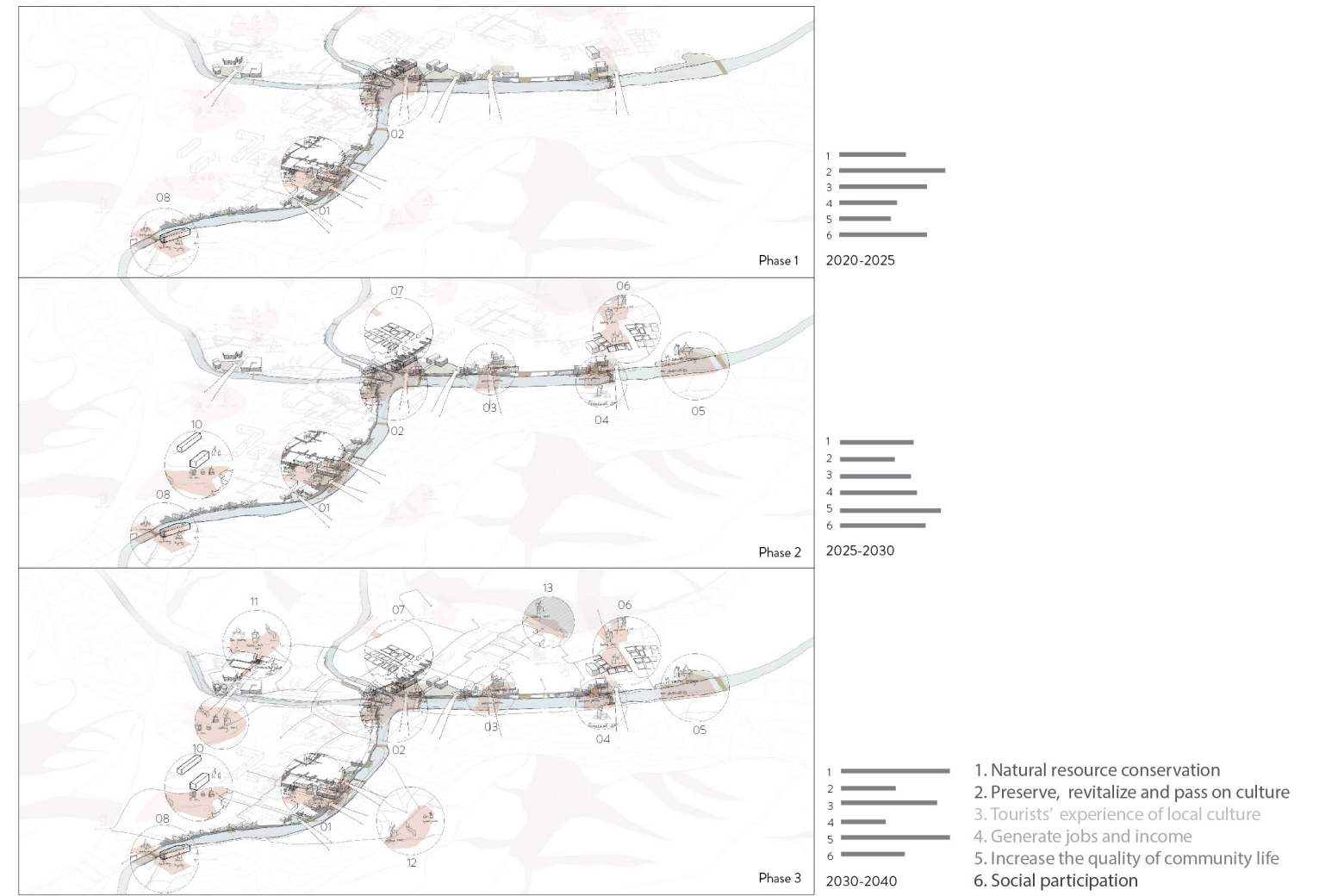


Figure 6.2-3: Project evaluation and implementation procedures-site 2  
Source: Author

bottom-up behavior. The important missing part lies in the policies related to the build of education agency for skills training for the community, the policy to increase economic incentives for the locality, the policy to value and use local knowledge, and the continuous support of operation and finance to maintain and repair CBT. Under the urban-rural planning system at the top-down level, there are also few policies to guide cooperation between small villages at the same level such as strengthen the network between them and the guidance on the implementation procedures of inter-provincial

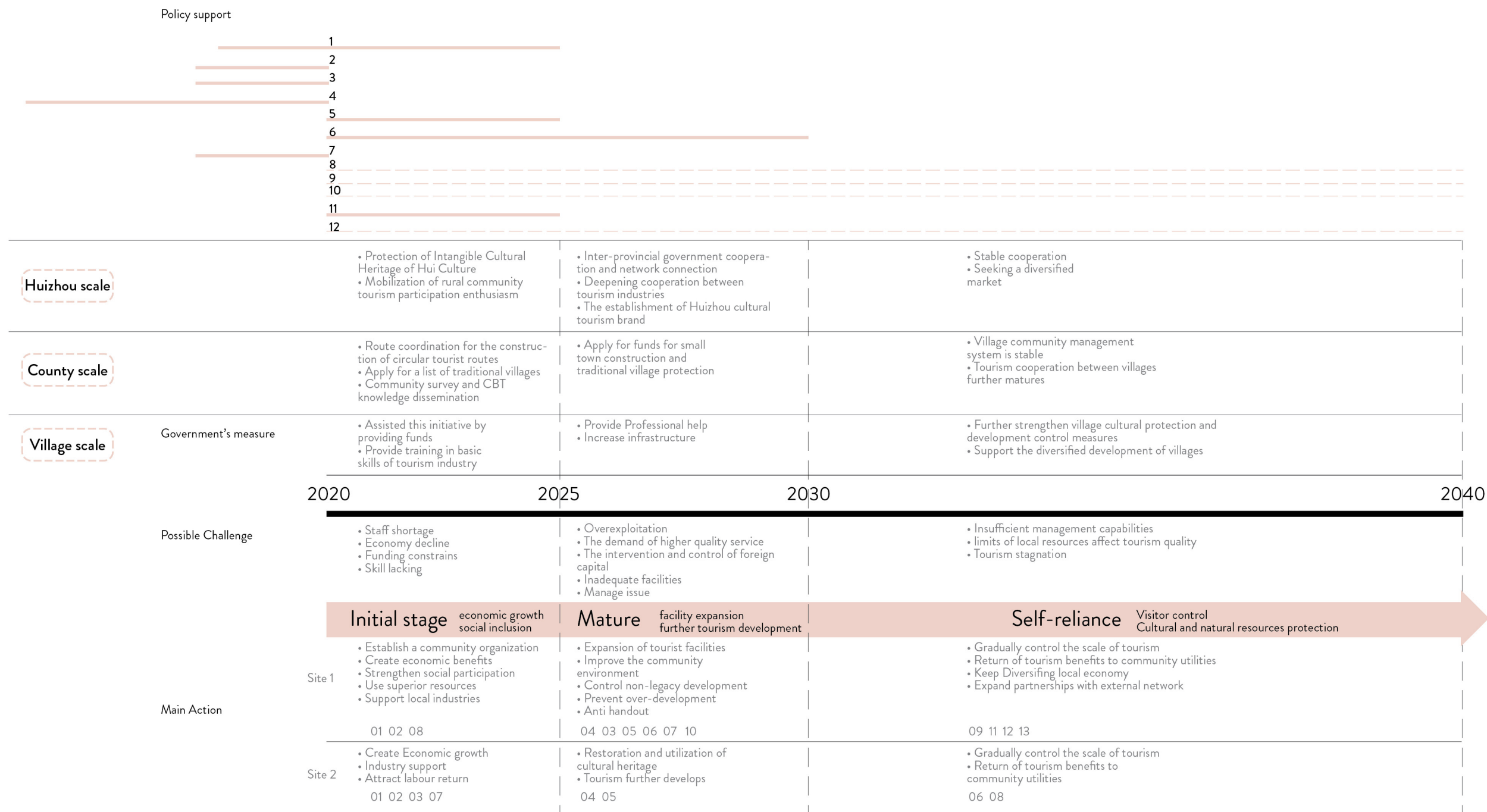
cooperation under the same cultural background.

#### **Timeline-Three stages**

In the timeline of the village-scale project, in order to meet the current urban and rural planning requirements of 20 years in China, this project, from 2020 to 2040, mainly divided into three stages. Which also takes the considerations of three stages of CBT life cycle in the research of Zapata(2011). With different priorities and objective in each stage, the exact timescale remains flexibility to ad-

just. In order to cope with the biggest threat facing rural development: the loss of labor and the lag of economic development, more projects that can provide jobs and increase residents' income will be carried out in the early stage to first achieve economic improvement and social participation. The activities that need less start-up cost such as catering are also given priority. In the second stage, further expansion of tourism facilities is carried out, and the third stage emphasizes further protection of cultural and natural resources and restrictions on tourism.





In this process, the development of community organization is very important according to the research of Zapata(2011) on Nicaragua CBT network as a bottom-up CBT could actually present more hopeful results. The community need to gradually deepen their understanding of CBT, improve their management capabilities, acquire the necessary knowledge, form a sense of ownership and resist foreign intervention. Finally control the initiative in decision making and benefit sharing, and mobilize social participation.

In addition, the government increases funding for community development, while provides technology and talent support, and ensured the smooth implementation of relevant cultural protection measures. The role of it also gradually changed from the initiator of the community project to the supporter.

At the county and Huizhou scales, at the same time comprehensively protect the Hui culture and promote “living transformation” of non intangible cultural heritage. In addition, cooperating with the existing planning ,constructing the transportation network and carrying out cooperation at different levels to achieve stable cooperation, the sustainable benefits of Huizhou cultural tourism brand in the later period.

Figure 6.2-4: Timeline  
Source: Author



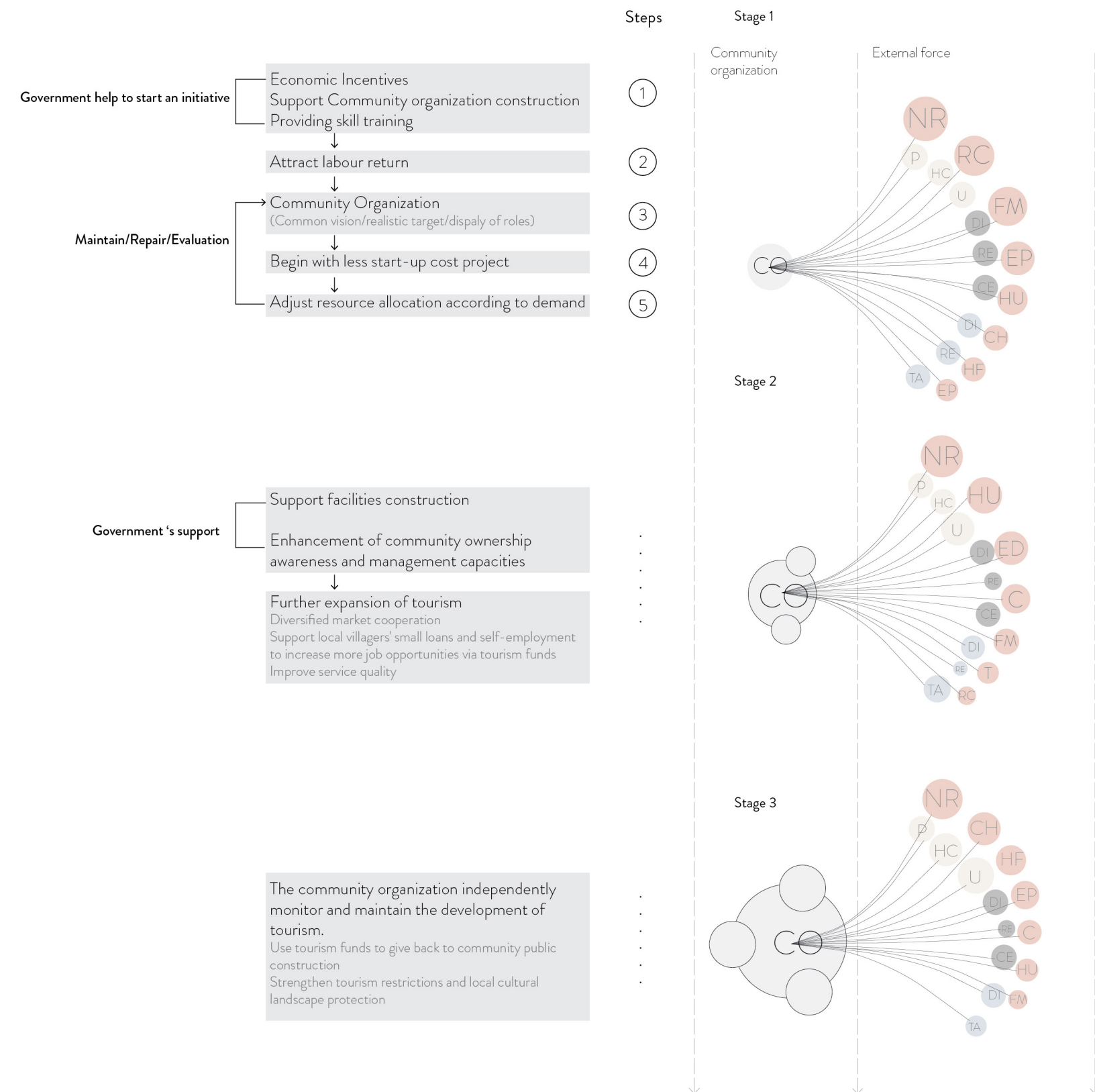


Figure 6.2-5: Steps of 3 stages  
Source: Author

### Steps of each stage

In order to improve the feasibility of each stage, the implementation steps of each stage are described in more detail. The first stage considers the specific threats faced by the current village and the background of the Chinese urban planning system, which can be roughly divided into 5 steps. Starting from the government's support of finance, the construction of community organization and skills training. Then gradually attract the return of labor, establish community organizations, understand the development stage of tourism, coordinate resources and allocate roles. The next step start with Implementing low-cost projects, and adjust resource allocation step by step according to demand, while conducting maintenance and monitoring measures.

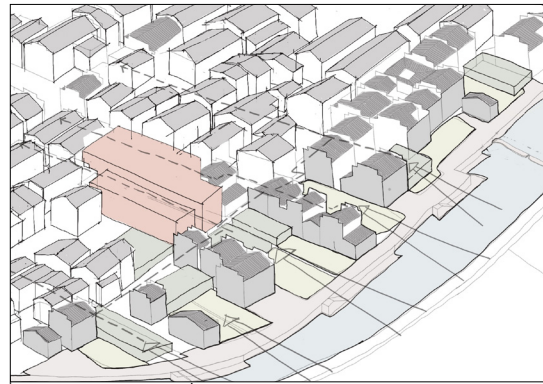
In the second and third phases, the specific sequence of steps has become more vague due to the unpredictability of the future. Listed are a few key points of project implementation. The second stage will has some expansion

measures to meet the needs of tourism development and rural construction. It should be noted that during the expansion period, the protection and continuation of the traditional fabric, the improvement of the landscape corridors, the continuation of the architectural style, the construction of public space (leisure entertainment plazas and mobile markets, etc.) that benefit the community, and the maintenance of the characteristics of the rural landscape need to be emphasized. This is also the stage of using the tourism funds obtained in the previous stage to support small loans and improve the market cooperation system.

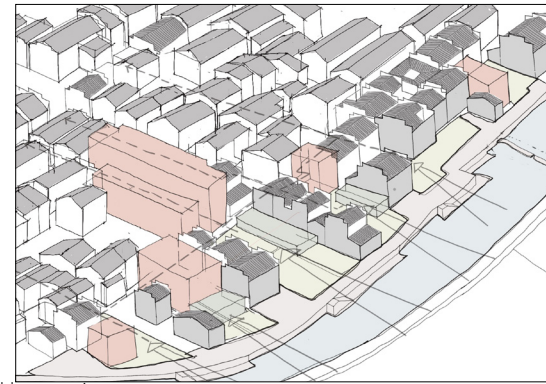
In the third stage, the construction is mainly aimed at the practice of community public welfare projects and the improvement of the quality of community life. At this stage, strengthen cultural protection and limit the expansion of tourism. The local economy also gradually shift from relying on tourism to diversification to cope with future risks.



Stage 1  
Site 1-01



Less start-up cost project



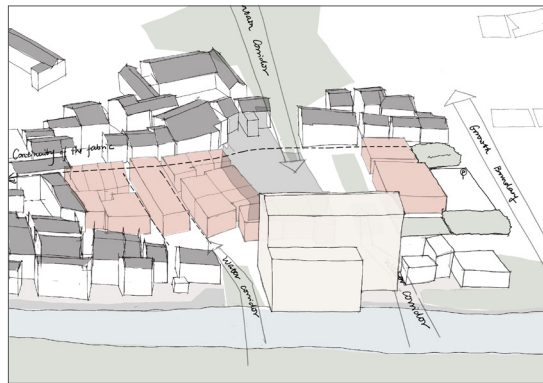
Use superior resources



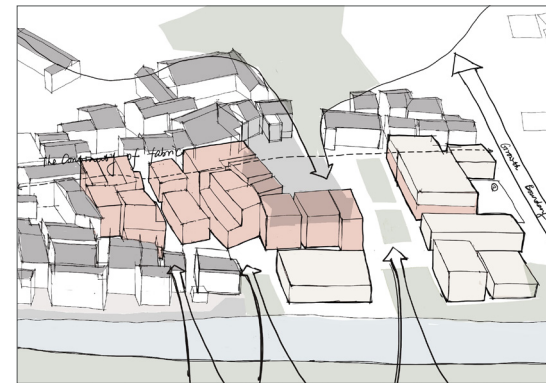
Adjust resources according to needs



Stage 2  
Site 1-06



Construction land expansion



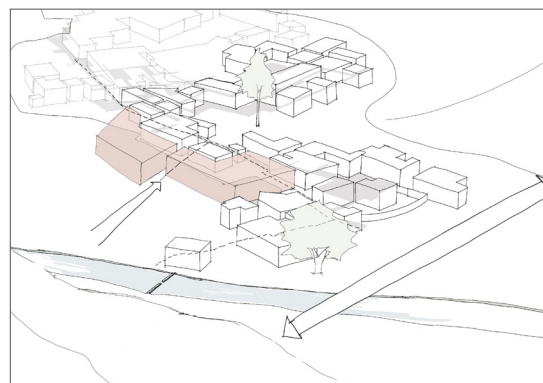
Optimize landscape corridors



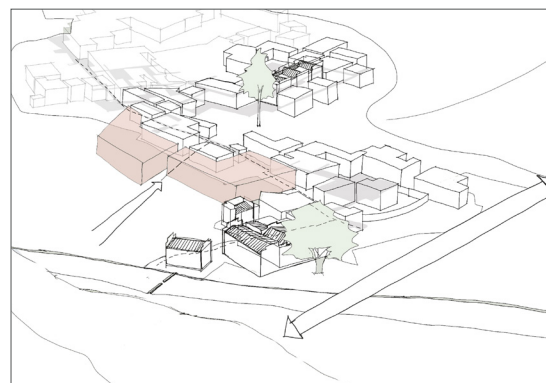
Maintain strict construction rules



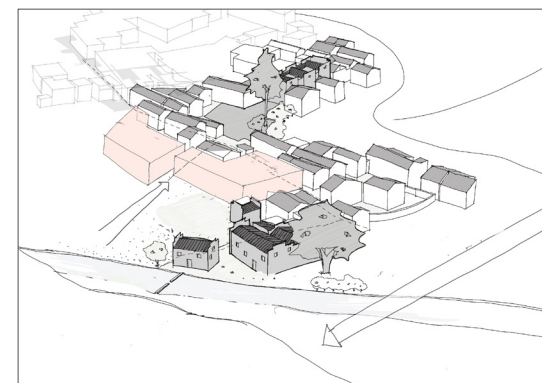
Stage 3  
Site 2-05&08



Clarify construction restrictions



Increase cultural protection needs



Optimize village spatial nodes





## Conclusion

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After going through the research and design process, the conclusion part goes back to the research question which is related to discovering the value of rural life, seizing the opportunity of tourism, maximizing local benefits and facilitating endogenous development model.

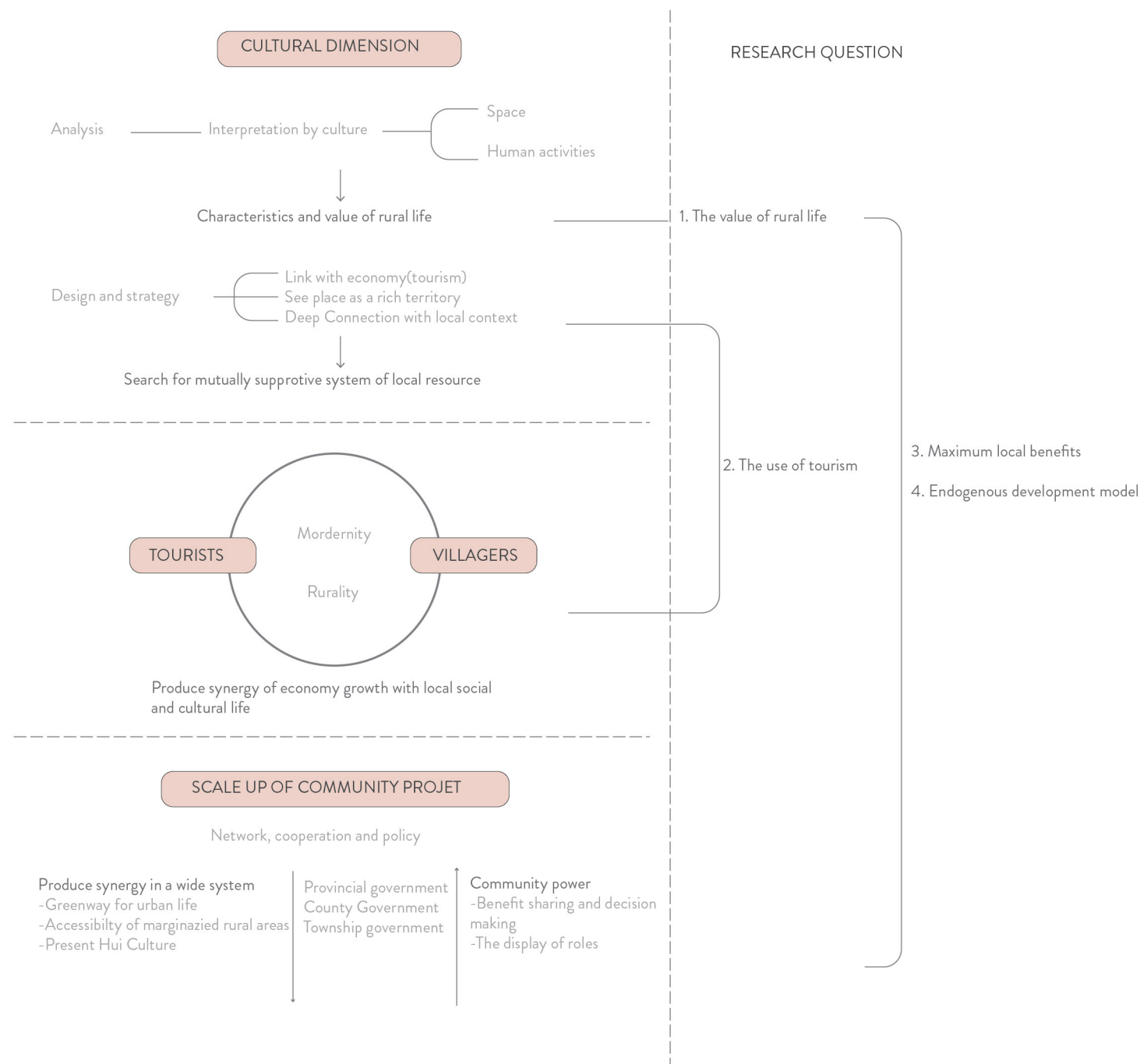
The cultural dimension of the project enables it to interpret space and human activities through culture. And extract the value of rural life in the analysis. It is also the key point to link with tourism development, understand the place as a rich territory, deeply contact with local context and search for mutually supportive systems of local resource.

In the consideration of both tourists and villagers, this project try to search the measure to produce synergy of economy growth with cultural and social life and facilitate the transformation of the village.

The scale up of community project further supplement the endogenous development model with the ensure of community power and creating synergy in a larger scale. These contribute to the answer of research question of the project.



# Reflection



The research of this project takes the unbalanced development process of China as a starting point, and pays attention to the development dilemma of the disadvantaged regions, villages. Because that in the rural tourism sector during last decades, local residents are marginalized during development and rural resources are still being continuously exploited without producing inclusive benefits.

In the search for a sustainable development model for rural areas, on the one hand, a community-based development model is emphasized to enhance the power of vulnerable groups. On the other hand, the significance of culture for sustainable development is raised because the potential of it as an engine for sustainable economic growth (Francesco,2016). And it enables planners to see a place as a valid history and focus on generating continuous wealth and benefits for the next generation instead of simply functional assignment (Magnaghi, 2003).

In this process, it also put effort on

exploring the meaning of rural life and traditional Chinese culture behind the rural space. And then discover and summarise values of rural life.

### A endogenous model of urbanization

This paper shows the cognition of the endogenous development model through theoretical search and design practice. Compared with the current Chinese government's practice of centralizing foreign investment to develop the economy and implement urbanization, it demonstrates the spatial form that endogenous development can construct and the greater social benefits it can create. The importance of social participation and cooperative communication emphasized by this model may take longer in practice, but it is a sensible choice for achieving stable growth, social equity and local sustainable development.

With the increasing pressure on the population of large cities in China, the development of small towns is the key to improving the level of urbanization in the near future. This proj-

ect has studied the potential of rural areas to use immobile resources and cultural heritage identity to achieve in-situ urbanization in the context of large amounts of resources flowing into cities. In this process, the CBT theory is used to recognize and reflect on the planning process and government management, search for the CBT development model suitable for the Chinese rural background, and supplement the Chinese city planning management system.

### The possible change of tourism sector

From the perspective of tourism development, this project conducted another method experiment and try to avoid negative consequences of the current foreign investment intervention which is separated from the community and lead to over commercialization. By emphasizing the cultural dimension that is closely connected with the local people and the place, tourism development is carried out on the basis of ensuring the social and cultural life of the community. And a tourism model that deeply contacts



with the local culture is created to replace simple sightseeing activities. It chooses an alternative way for the tourism industry which is now dominated by tourism groups of mass tourism. And emphasizes on the cultural significance, educational significance of tourism to people's modern life and sublimation of rural life concepts. On the other hand, the impact of tourism on local people is not only the improvement of the economy, but also the improvement of the local people's own education and knowledge, as well as the enhancement of community cohesion and identity.

This development model, in which tourists and local residents benefit together, simultaneously enriches modern life, makes up for the lack of traditional culture in modern life and achieves rural development.

#### **Societal relevance**

In the context of China's dual economic development. In order to avoid further overloading the city, rural development has become an import-

ant issue in China's current development. Also in the case of a long way to go in China's urbanization process, the discussion of rural development methods is of great significance. This project's exploration of rural development brings opportunities to alleviate excessive urban development pressure and narrow the development gap between regions. In the context of tourism, in response to the situation that the economic gap is expanded, the local people have been marginalized, and the local ecology and culture have been destroyed in the tourism development model, this project searches possible solutions. The method of in-depth contact with local people and the local environment also helps to protect the originality and uniqueness of local culture and environment and contributes to the bottom-up planning process of China.

#### **Scientific relevance**

In this thesis, based on the development of the villages in Wuyuan, combined with community-based tourism and local identity, the endogenous

development path of rural China is explored. Which could contribute to the form of theoretical system of endogenous development in rural area as this theory is still in the early stage of development in general.

In addition, with the question of feasibility of CBT in reality, especially on the part of public participation in developing countries considering its socio-cultural, economic and political conditions in the context of the concentration of administration of tourism (Tosun, 2000), this project contributed to the feasibility study of CBT in developing countries.

Applying a new approach of local sustainable development, this project supplements the potential of the cultural territory system (Francesco, 2016) for sustainable development. In the specific context of Chinese villages, how to use this method in accordance with local conditions has also been explained in more depth.

#### **Methodology**

In theory, the endogenous development model, community-based tourism and local identity complement each other, providing guidance for the development model based on the close connection of local resources, community and culture.

In the analysis framework, the logic behind the space under the influence of culture is sought to make a more profound summary of the value of rural life and deepen the understanding of the relationship between human and space. The space quality is also well reflected in the analysis which describe elaborate details in hand drawings.

Through the interviews with local people and the analysis of the local people's drawing of the village, the local people's understanding of the village space also made the subsequent spatial strategy and design more closely connected with the local community.

Under the community-based concept, the project supplemented the design

considerations of multiple scales. Spatial design patterns and design principles are developed on village scales and applied in villages. Cultural integration, tourism cooperation and infrastructure connection and function conversion on the other two larger scales provide a good external environment for local sustainable development. Which could make up for the limitations of some considerations on the community scale. And enhance the impact scope of the project.

#### **Limitation on data collection:**

Because Chinese data is generally unavailable online. There is less quantitative analysis of the data in this project. Basically, through the local investigation, qualitative processing is carried out. The processing method inevitably contains subjectivity. But a deeper conversation with the locals during the field survey data search deepened the understanding of the meaning behind the data.

#### **Transferability**

In the course of research, this project

established an analytical framework for the impact of traditional Chinese culture behind rural spaces, summarized the value of rural life and its related spatial characteristics, and thus established the construction rules and spatial patterns and designs of rural development. This project is aimed at the village of Huizhou culture in southern China. The spatial analysis of its cultural aspects is common to other villages under the influence of Hui culture. The rules established in the plan can provide a reference for other rural tourism development with similar cultural resources. The spatial pattern established with rural advantages can also be applied to the development of other rural spaces in general China. The stakeholder model established provides another option for the rural development model under the strong leadership of the Chinese government.

#### **Ethical issue and Feasibility**

Under the planning led by the Chinese government, there is a lack of consideration of vulnerable groups and understanding of local cultural



# Appendix

values. Economic interest has become the main consideration, which is why it has vigorously developed an exogenous model. As a vulnerable group, villagers have weak rights protection awareness and lower education level. The implementability of this project depends largely on whether the role of the government can be successfully converted to support the interests of villagers, pay attention to cultural protection. The another important issue of the project is to mobilize the enthusiasm for planning participation of rural residents. There are also problems that any community-based project may encounter: Time-consuming, insufficient funds, and conflicts of interest (Taylor, 1995).

## Personal growth

This project is a practice of the Chinese project that I used the urban planning theory and methodology accepted in the Netherlands. Comparing the study of urban planning under two different cultural backgrounds and political systems in Europe and China has given me a deeper understanding

of urban design and planning tasks.

I feel that the complete methodology system in Netherlands will bring continuous help to the guidance of my design ideas in the future. The same thing that has a greater impact on my design thinking is related to the concept of flexibility and resilience. And the process of design induction and deduction.

What also impressed me during the research process is the close connection between the formation of the space and the political and cultural background and the interaction of various systems during transformation. This is also what intrigues me to continue the searching of the logic to form space in my later design career.

This project's emphasis on cultural dimension also made me recognize the other side of social complexity. And the different value of space in the eyes of different stakeholders enables me to think the important role of urban planners as a coordinator to present the different value of resource and

establish a common language of communication and mutual cooperation.



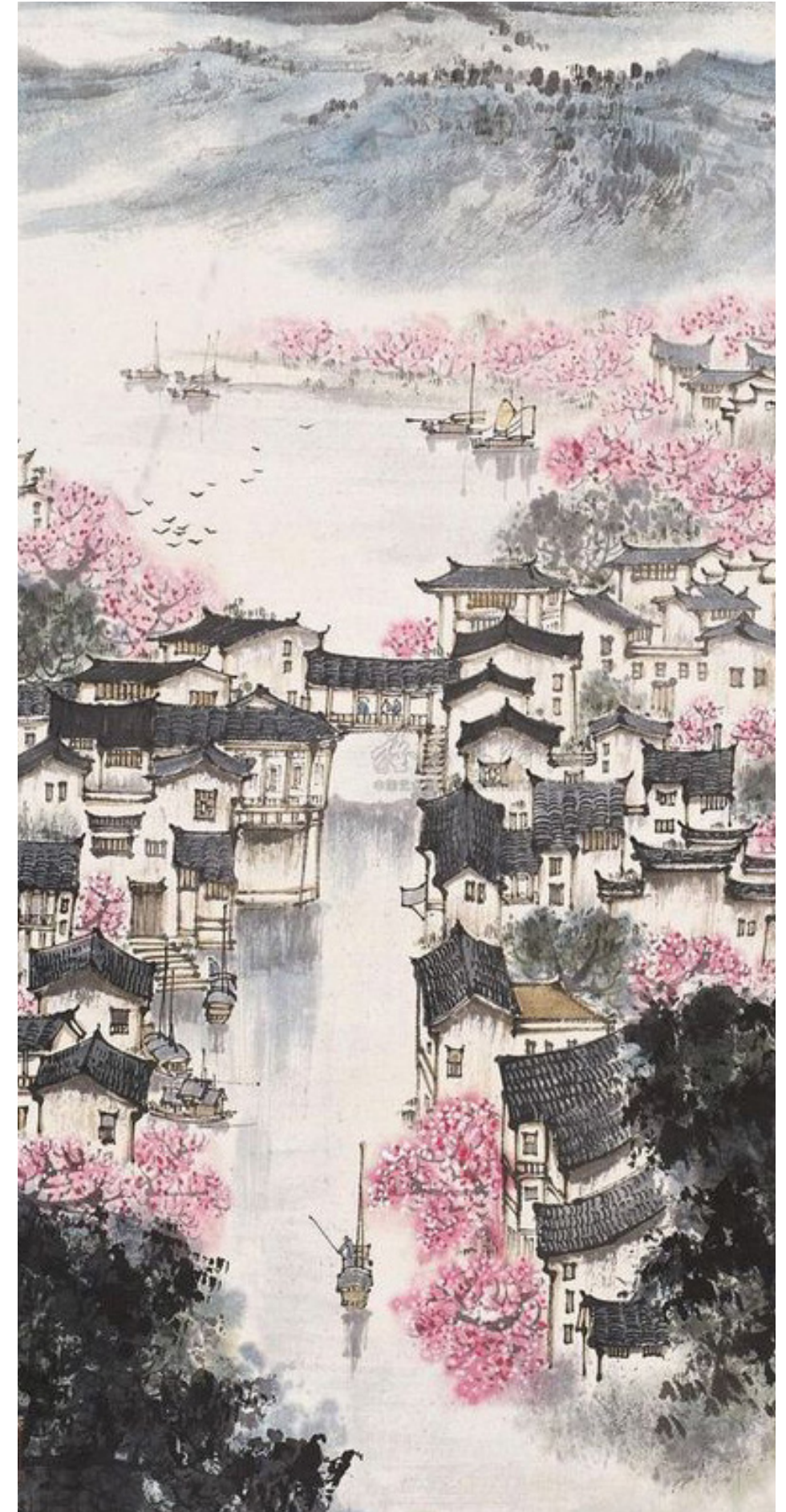
Figure 9.1-1: Maps drawn by villagers  
Source: Interviewed villagers in Tuochuan



播迁所至  
荆棘初开  
人皆古质  
俗尚真淳  
其卜筑山村  
殆有人世桃源境界”



Figure 9.1-2: Traditional village profile  
Source: Author





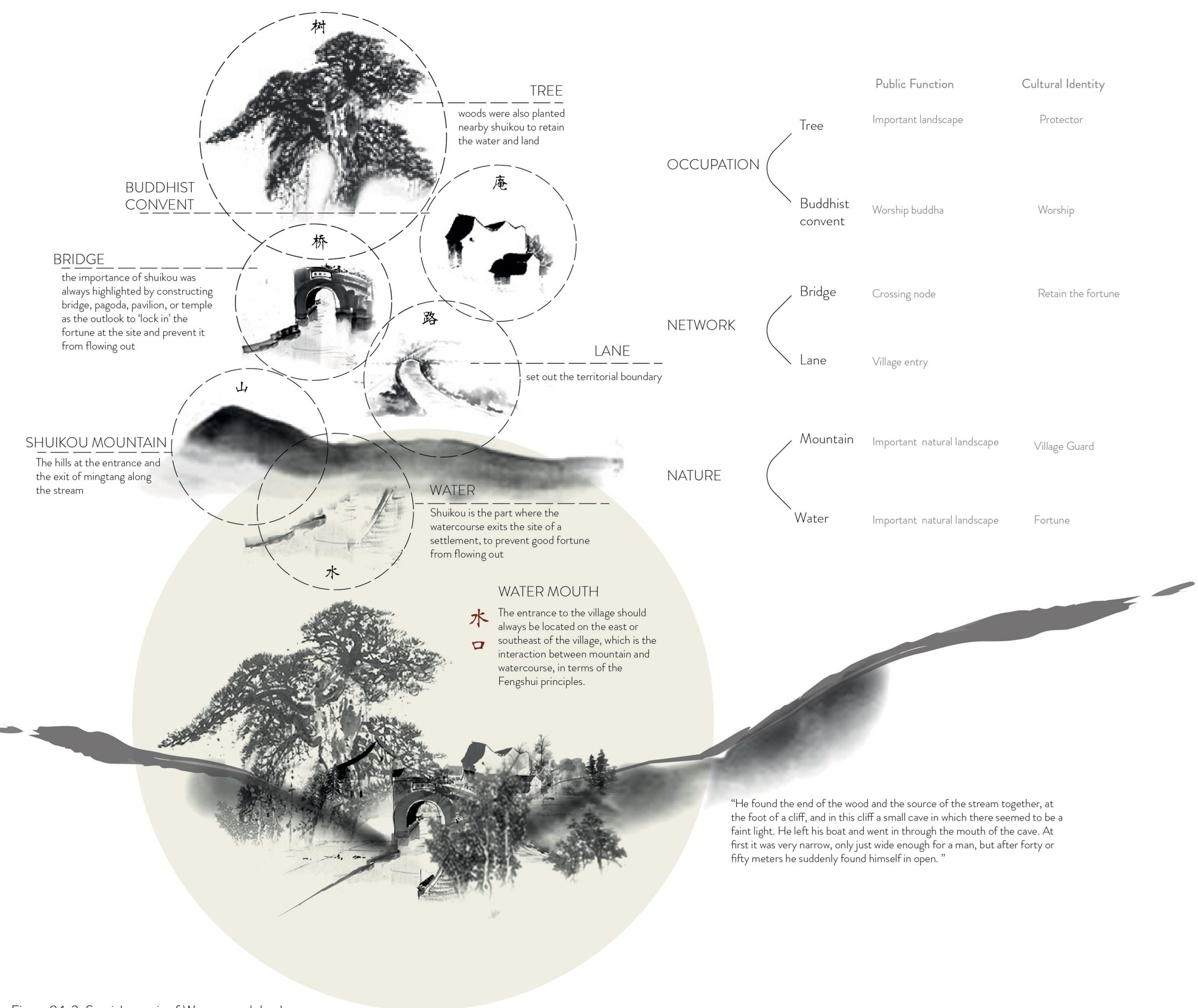
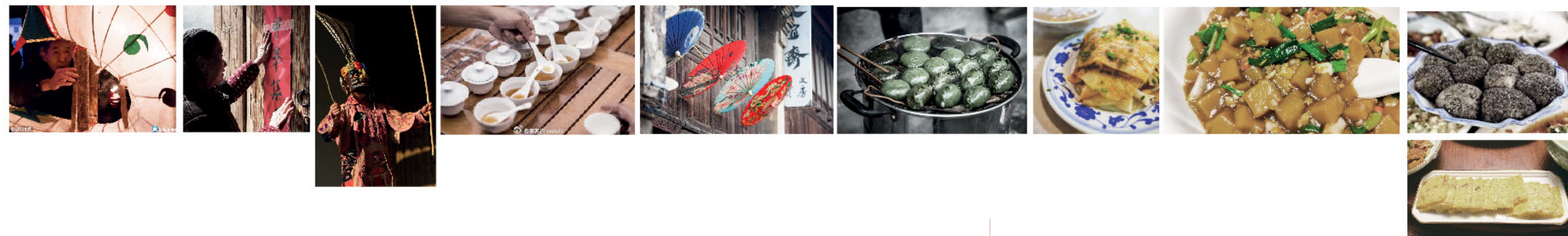


Figure 9.1-3: Spatial analysis of Water mouth landscape  
Source: Author

Image9.1-2-4: The sight of water mouth  
Source: Xiong Liyue





"Back to nature"

Pastoral scenery  
Agricultural activities of different themes

Agricultural technology exhibitions

eg. countryside tour  
rural garden tour  
farming experience tour

Serving for large cities  
Weekend tours

Meet visitors' psychological demand of experiencing agriculture and a return to nature

Does not require much investment in infrastructure but simply pursuing natural rural scenery and authentic experiences.



Tea factory  
Alley  
Ancestral hall

Local people's life culture  
Cultural heritage

Unique architectural styles  
Important historical elements  
Rich cultural heritage  
Ancient rhyme atmosphere  
Historical factors

Meet tourists' psychological needs of pursuing novelty, difference, happiness and knowledge

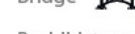
on the basis of rural natural and cultural resources and rural environment



Watercourse



Tree



Bridge



Buddhist convent



Lane

Leisure and recreational activities  
leisure  
vacations  
entertainment  
dining  
fitness and health services

Farmland and pond

In the Village

Village Entry

Road



Tea farm

Gutter

Alley

Tea factory

Ancestral hall

Farmland

Ridge

Pond

Tree

Mouth of the stream

Bridge

Figure 9.1-4: Village internal space, customs and food  
Source: Author



HUANGSHAN



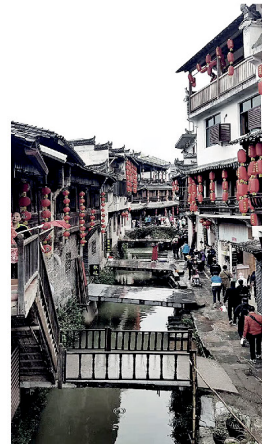
LIKENG, WUYUAN



TUNXI, HUANGSHAN



WUYUAN, JIANGXI



LIJIANG, YUNNAN 2018



XITANG, ZHEJIANG



FENGHUANG, HUNAN



Massive population displacement  
Building function replacement  
The traditional residential style has also changed  
Local traditional crafts are shrinking  
Over-commercialization of culture



LIJIANG, YUNNAN 1984







Figure 9.1-5: Other visualization

Source: Author



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