

Research on the Protection and Development of Traditional Villages in Qin-Ba Region from the Perspective of Cultural Heritage

-- A Case Study of Xuetaangshan Village in Bazhong City

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Abstract. Traditional village is known as "national memory", it is an important part of Chinese excellent traditional culture and the essence of Chinese local culture. It has the double overlapping function of community and scenic spot, and is a living cultural heritage settlement. The research on traditional villages in China started late, mainly focusing on protection planning, village types and characteristics, tourism resource value evaluation, protection and development research, etc. However, there are few studies on the protection and development of traditional villages from the perspective of cultural heritage. This paper takes Xuetaangshan Village in Bazhong City of Sichuan Province as an example to study the protection and development of traditional villages in Qin-Ba Region from the perspective of cultural heritage, and analysis the research progress of traditional villages in the protection and development, through the investigation and evaluation of the existing cultural heritage, analyzes its present situation, problems and restriction factor, puts forward a series of countermeasures and suggestions on protection and development, so that providing some certain theoretical support and practical significance to more comprehensive study the protection and development of traditional villages about Qin-Ba Region.

Keywords: Cultural Heritage; Qin-Ba Region; Traditional Villages; Xuetaangshan Village; Protection and Development.

1. Introduction

Cultural heritage contains a nation's unique spiritual value, way of thinking, creative ability and regional characteristics[1]. In the process of Rural Revitalization and New Urbanization, cultural heritage faces many problems of protection and development. As an important form of cultural heritage, traditional villages contain rich material and intangible cultural heritage and are the epitome of Chinese farming civilization, with high historical, cultural, scientific, artistic, social and economic values[2].

Studies on the protection and development of traditional villages have been carried out abroad for a long time, mainly involving the protection evaluation of traditional villages, rural architecture and landscape, the status quo of protection and utilization, tourism development, sustainable development and community participation. In recent years, domestic scholars carried out extensive research for the protection and development of traditional villages, mainly including the types and characteristics of traditional villages[3-5], planning and preparation of protection[4-6], inheritance and utilization[7-9], protection evaluation system[10-11], etc., but it is not enough for the study of the regional integrity protection and development of traditional villages from the perspective of cultural heritage.

Qin-Ba Region is located at the junction of Sichuan, Chongqing, Shanxi, Gansu, Hubei and Henan provinces, and is located in the Singling Mountains and Daba Mountains, covering an area of 75,000 square kilometers, with the integrity of the geographical region and the consistency of the natural ecological environment. This place used to be one of the birthplaces of Chinese ancient civilization, the ancestors created a brilliant ancient civilization and formed a unique Qin-Ba Culture, it is the

intersection of multi-cultures, has many distinctive characteristics of the traditional villages. In the deep mountain area, due to the inconvenience of transportation, backward infrastructure, backward ideology and other problems, it has become one of the most backward and poor areas in the country. It is also because of this that the basic form and local culture of villages are preserved. At present, this research is not enough to like the Xuetaangshan Village of Qin-Ba Region this kind is given priority to with "agricultural economy" semi-closed environment of traditional village's research, in view of the regional cultural heritage protection and development of the plight of the work, this article will carry on the characteristic analysis, value assessment and put forward countermeasures for protection and development to the Xuetaangshan Village of Qin-Ba Region from the perspective of cultural heritage, it is also an in-depth analysis of the cultural heritage of traditional villages and a further study for Qin-Ba Culture.

2. Theoretical Analysis of Cultural Heritage

The concept of cultural heritage originated in Europe in the 19th century when social changes took place. It is reflected in a certain humanistic concern for the material existence of the past, and mainly refers to the material carrier left over from history that can show the glorious culture of the past[12]. In 1972, UNESCO promulgated *The Convention on the Protection of World Cultural and Natural Heritage*, which promoted the international dissemination of the concept and protection path of cultural heritage [13]; The *Convention for the Protection of Intangible Cultural Heritage* adopted in 2003 further defines the intangible form of the concept of cultural heritage [14]. All in all, according to the definition of the UNESCO, cultural heritage can be defined as: from the historical, artistic or scientific, aesthetic, ethnological or anthropological point of view, has the outstanding and universal value of cultural relics and buildings and sites, as well as a variety of in the form of the nonphysical is closely related to the life, the patrimony of the traditional forms. Cultural heritage includes material cultural heritage and intangible cultural heritage, which are inseparable and interdependent.

Professor Xie Linggao from the World Heritage Research Center of Peking University pointed out in his research that the core of the convention on the protection of world cultural and natural heritage is to maintain the authenticity and integrity of heritage[15]. The authenticity and integrity of cultural heritage are the standard of its value evaluation and the basic principle of its protection and development.

Traditional villages, as a special cultural heritage, has a rich material culture heritage and intangible cultural heritage, combined with requirements *On the Guidance of Strengthen the Protection of Chinese Traditional Villages* (Jian Village [2014] No. 61) that were issued by the national four department of the Ministry of Housing and Urban-Rural Development, etc., we should plan as a whole the relationship between the protection, utilization and development, and maintain the integrity, authenticity and continuity of the village in the protection and development of traditional villages[16]. This paper will carry out a series of value evaluation on the cultural heritage of traditional villages in Qin-Ba Region, and finally put forward countermeasures and suggestions for protection and development.

3. Fieldwork and Research Methods

3.1 Study Area

Xuetaangshan Village, formerly known as Fengmingshan Village [17], is located in Shaxi Town (Former Bandeng Township), Tongjiang County, Bazhong City, Sichuan Province. In 2019, Xuetaangshan Village was selected into the fifth batch of Chinese Traditional Villages List and identified as a traditional village with important protection value [18]. This village was built in the Ming Dynasty, the original villagers of Cai ancestors along with the Ming and Qing Dynasties "HuGuang fill in Sichuan" immigration movement, they were from HuGuang provinces Macheng

township (now the town of Hubei province) Xiaogan immigrant [19], now the villages with a total area of 6.6 square kilometers, with 6 most popular race that Cai, Yang, Li, Qin, Li and Yan, a total of 1562 permanent population, and the traditional agriculture is the main industry.

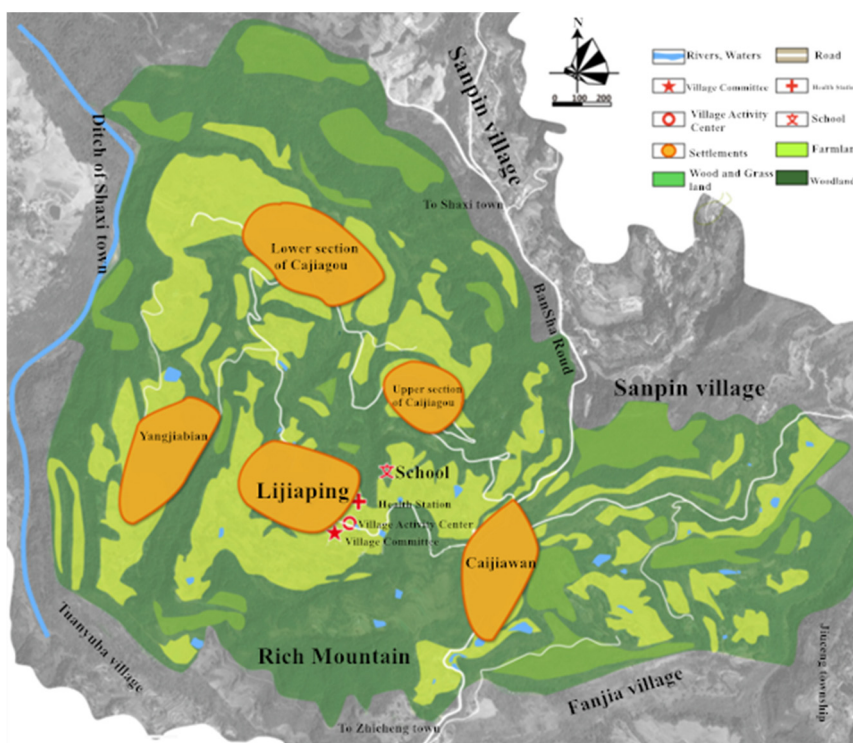


Figure 1. Village Environment Map of Xuetaangshan Village
 Source: The bottom drawing comes from Xuetaangshan Village Committee

Xuetaangshan Village of Bazhong City is a traditional village with rich cultural heritage, these can be seen everywhere that ancient sites, ancient buildings, ancient bridges, ancient monuments, tombs, ancient villages, ancient wells and so on. Stories of the Red Army and national ballads are popular and traditional crafts are passed down from generation to generation. Most of the residents still live in the ancient wooden structure of the northeast Sichuan with Qin-Ba characteristics, which has been passed down from generation to generation.

3.2 Material and Methods

The data in this paper are mainly derived from literature collection, field investigation and government provision, and are carried out by household interview, questionnaire survey, field research, comprehensive census and other field investigation methods and case analysis. Through household interviews and questionnaires, especially in-depth interviews with the older generation, we can fully understand the local historical origin, cultural development, village history and other first-hand information, and focus on sorting out the representative significance of historical remains, cultural landscape and intangible cultural heritage and how to protect and develop it. Through field investigation, field investigation, photo and video data collection, and overall measurement, we can understand the village planning situation and obtain more intuitive and authentic materials. Through the investigation and collation of the village's cultural heritage data, this paper takes Xuetaang Mountain Village as an example and uses the cultural heritage theory to evaluate the value and analyze the problems of traditional villages, and puts forward countermeasures for protection and development.

4. The Cultural Heritage Analysis of Xuetaangshan Village

4.1 Cultural Heritage Characteristics of Xuetaangshan Village

4.1.1. Advantaged Natural Environment

Xuetaangshan Village is located in the Daba Mountain Area, 107°28 '12 "East longitude and 32°4' 27" North latitude. The terrain is mainly mountainous, with an average altitude of 680 meters. It belongs to the subtropical humid monsoon climate, with four distinct seasons, sufficient sunshine, suitable climate and abundant rainfall throughout the year. The village is built around a 2 km long Caijiagou, the upper reaches of the ditch is connected with the Hebagou Reservoir of Tuanyuba Village. The forest resources in the territory are rich, the vegetation is mainly coniferous forest, the forest coverage rate is as high as 61%, there is a hundred years of camphor tree next to the village primary school, ancient trees, many rocks. The village is also rich in animal resources, mainly domestic pigs, cattle, chickens, ducks, etc., there are wild boar, deer, pheasant, wild rabbits in the forest. The location of the village pays attention to the Fengshui pattern, the terrain with high south and low north creates a village face facing north and built along the mountain.



Figure 2. Panoramic View of Xuetaangshan Village
Source: From Xuetaangshan Village Committee

4.1.2. Cultural Relics and Historic Sites Throughout the Region

The traditional buildings in Xuetaangshan Village are mainly small courtyards, and there are also one-character single-building, one-horizontal and one-cis. Among them, there are 29 sets of 1,010 houses built in the Qing Dynasty and well-preserved traditional buildings, most of which are a mixture of civil and brick and wood structures. The walls of the courtyards are mostly made of bamboo and mud walls. The facade of the houses is made of wooden boards to form doors and Windows, with exquisite wood carving patterns such as "peonies with wrapped branches". Most of the courtyard houses are integrated with the characteristics of "Tianlou Dizhen" of the residential buildings in northeast Sichuan in Qin-Ba Region, with the CAI Family Courtyard built during the Daoguang period of the Qing Dynasty as the main representative.

In addition, many historical relics such as ancient ruins, ancient monuments, ancient bridges, tombs, ancient villages and ancient wells in Xuetaangshan Village have been completely preserved. Cai Ancestral Temple was built in the Qing Daoguang years, the foundation and the god of the monument is well preserved, the inscription on the front of the monument is clearly visible. The

Ancestral Hall of Qin (county-level cultural protection unit) was built in the ninth year of Guangxu of the Qing Dynasty. There are a pair of stone lions outside the ancestral hall, which belongs to the typical Zhaomu system. "Sanshan Tongyuan" stone bridge was built in Jiaqing twenty years, because there is a bridge in each of the upper and lower three streams, which was an important transportation hub connecting Shaxi Town and Zhicheng Town at that time. Tombs such as CAI Heng 'an Tomb and CAI Shiyu Tomb in the Daoguang period of the Qing Dynasty and CAI Xingdong Tomb in the Xianfeng period of the Qing Dynasty are tall, magnificent, brightly painted and exquisite stone carvings, which indirectly reflect the life scene at that time. Sanpin Ancient Village built during Jiaqing period of Qing Dynasty was an important military fortress to resist the Bailianjiao rebels. It is surrounded by cliffs and only one road leads to the mountain fastness. Since the Jiaqing period of the Qing Dynasty, many old wells have been built in the village. The water of the wells is warm in winter and cool in summer, which is used for residents' life and production.



Figure 3. Cultural Relics and Historic Sites of Xuetaangshan Village
Source: From Xuetaangshan Village Committee

4.1.3. Agricultural Economy Continues Today

Xuetaangshan Village is characterized by mild climate, abundant rain, fertile soil and unique topography, which has created an agricultural economy with intercropping between water and drought and terraced fields. The traditional farming culture is deeply rooted in people's hearts. It still adopts the traditional production method passed down from generation to generation. The villagers go to work early and return late to plow the land. According to the local farming time, it mainly grows rice, wheat, rape, potato, sweet potato, corn, peanut, soybean, sorghum, tea, vegetables and other crops, and breeds pigs, cows, chickens, ducks, fish and other animals. Most of them still use homemade traditional farm tools, such as ploughs, rakes, hoes, sickles, coir raincoats, bamboo hats, windmills, sieves, basket carriers and flower baskets. At the gate of the courtyard dam, every household still retains konjac, pepper, Chinese prickly ash, yellow flower, bitter orange, papaya and other garden economy with local characteristics.



Figure 4. Agricultural Economy of Xuetangshan Village
Source: From Xuetangshan Village Committee

4.1.4. The Red Site Remains Intact

Located in the red tourist area of Shaxi, Tongjiang County, Xuetangshan village has 21 steles of Chairman Mao's quotations (county-level cultural protection units) with clear handwriting and well-preserved steles, it reflects the social features of villages in the 1960s, and has important historical value and characteristics of the time.



Figure 5. The Red Site of Xuetangshan Village
Source: From Xuetangshan Village Committee

In 1934, the first branch of The Red Fourth Front Army General Hospital was set up in the courtyard of Cajia, Xuetangshan Village. Now, the original site remains intact, and it is a relatively rare Red Army Hospital that is so completely preserved. The stationing of the Red Army has left many red stories for the village. This first branch occupies three courtyards in total, among which the old courtyard is the ward area, the back yard is the residence for the branch office, pharmacy and

medical staff, and the bottom yard is the barracks for the Red Army guard platoon and the village Self-Defense Force [20].

Three kilometers to the north of Xuetaangshan Village is the Red Army Martyrs' Cemetery in the Sichuan-Shanxi Revolutionary Base (the largest Red Army Martyrs' cemetery in China) located in Wangping Village, Shaxi Town. There is also the largest Red Army Stone Slogan in China, "Red Whole Sichuan", there are many Red Army stone slogans in Tongjiang County.

4.1.5. Live Inheritance of Folk Culture

The people of Xuetaangshan village have always kept the village style of diligence, frugality and honesty. The long history of village development has created a rich folk culture and preserved a rich intangible cultural heritage, which has been passed down to this day.

The wood and stone of the village is extremely sufficient, stone carving and wood carving technology from generation to generation, exquisite handicraft, fine pattern, these has played an important role for the construction and development of the village. The ancient method of pressing oil is also very distinctive. The folk song culture has been handed down for hundreds of years, these villagers always hum a few words during their work and leisure, mainly including labor songs such as "Bei'er Song" and "Haoyang Song", and love songs such as "Maoshan Song" and "Shiliping", which reflect the yearning and pursuit of working people for a happy life. The family's traditional stories are widely spread, especially the story of "Cai Xi Hide Silver", in which forty-eight domestic dogs fed by Cai Xi in Goucao Stone bite officials crazily, which also brings about the mystery of cliff hanging coffin burial. Most of the rape planted by villagers are mainly pressed by traditional small presses, and the extracted rape oil has a delicious aroma and is refreshing. Municipal-level intangible cultural heritage "Huaiyu Paper-cut" uses non-hollow paper-cut techniques to vividly present scenes and interesting stories in rural life, with distinctive characteristics of local culture. There are many traditional worship activities such as Qingming Festival, Half-moon Festival, New Year's Eve and Spring Festival. Villagers always go to the Niuwang Temple to pray for good weather and family safety on the 16th day of the ninth lunar month. Wedding customs and ceremonies are complex, including the selection, welcoming the bride, entering the door, setting the ceremony, cooking, watching the ceremony, receiving the ceremony and other procedures, the wedding is divided into two forms of tying period and the day of the ceremony. The village is rich in food and has a long history of food culture. Every family will make watercress, thin chili, dried pickled vegetables, tofu, preserved meat and so on every year. The famous dish Tofu Congee is a delicacy for the local people to entertain guests.



Figure 6. Folk Culture of Xuetaangshan Village
Source: From Xuetaangshan Village Committee

4.2 Integrity, Authenticity and Continuity of Xuetaangshan Village's Cultural Heritage

4.2.1. Integrity of Cultural Heritage

Location pattern of Xuetaangshan Village, focusing on geomantic omen, and the surrounding mountain topography in harmony, sitting south facing north, near the mountains and rivers, the overall layout of the human settlement environment of "harmony between man and nature". Most of the residential houses were built in the Ming and Qing dynasties, which are relatively well preserved, reflecting the historical memory of the times. They are mainly quadrangle dwellings, with eaves connected to each other, main rooms, side rooms, courtyards, stilted buildings, and pig, cow and chicken pens. The village has a high comprehensive value, which needs further excavation and development.

4.2.2. Authenticity of Cultural Heritage

Xuetaangshan Traditional Village has always maintained the original shape and historical pattern, which belongs to the typical traditional architecture in Qinba Region. The residential houses and houses built are mainly made of local wood and stone. Up to now, the villagers are still living in the traditional farming life. All kinds of homemade traditional farming utensils and living utensils can be seen everywhere, and the farming civilization and local culture are truly presented.

4.2.3. Continuity of Cultural Heritage

The characteristic economy of Xuetaangshan Village mainly based on planting rice, wheat, rape, potatoes, corn, sweet potatoes and other traditional agricultural economy, supplemented by pig, cow, chicken breeding, cultivation of Chinese prickly ash, chili, konjac, papaya, orange courtyard economy and knitting basket, basket, dustpan, such as traditional handicraft industry economy. In recent years, the development of red heart kiwifruit, Bashan crisp red plum and other fruits based on the characteristics of agriculture, the living standards of villagers continue to improve. The simple family traditions and teachings have been passed down from generation to generation. Traditional skills such as stone carving, wood carving and paper cutting, as well as traditional customs such as weddings and funerals have been passed down to today. The production and life style of the village is in harmony with the natural environment, with terraces and dense forests, and villagers' houses, farmland, mountains and village roads are alternately distributed, it seems like a world apart.

5. Problems in the Protection and Development of Xuetaangshan Village

In recent years, the state has comprehensively promoted rural revitalization, vigorously carried out rural construction, and strengthened the protection of traditional villages. Xuetaangshan Village was successfully included in the fifth batch of Chinese Traditional Villages List in 2019, laying a good foundation for the protection and development of Xuetaangshan Village's cultural heritage. However, because Xuetaangshan Village has just started to protect and develop its cultural heritage, there are obvious deficiencies in the protection measures and development experience, and it is also faced with many practical problems and constraints.

5.1 Large Gap in Funding Investment

The protection and development of traditional villages need sufficient funding to be guaranteed, but the national financial subsidy is far from enough. As for the current situation of Xuetaangshan Village, there are few other financing channels and the lack of necessary financial support in the future protection and development, which will lead to the lag of the development of traditional villages, such as the renovation of traditional buildings, the implementation of overall planning, and the introduction of professional talents.

5.2 Villagers Lack of Cultural Identity

Xuetangshan Village has many historical and cultural relics, such as Cai Ancestral Hall and Qin Ancestral Hall, but the villagers to still do not understand the local history and culture, the understanding of cultural heritage is not clear, many villagers near don't know their important value and significance of cultural relics, cultural heritage protection consciousness is not enough for the traditional village. After applying for the National List of traditional villages, some village officials failed to properly convey relevant policies and laws and regulations on the protection of traditional culture. Villagers have not formed a good cultural confidence and cultural identity of Xuetangshan Village, which will cause the most fundamental obstacle to the protection and development of traditional villages.

5.3 Serious Alienation of Architectural Style

The original traditional residential buildings in Xuetangshan Village were built in the Ming and Qing dynasties with the characteristics of Qin-Ba in the northeast of Sichuan, most of which are completely preserved, but some of the traditional residential buildings were seriously damaged, and some were demolished. With the acceleration of urbanization, some migrant workers have built many modern reinforced concrete buildings after returning to their hometown, which are completely different from the original traditional architectural style. In addition, in the process of new rural construction, the village style transformation did not fully take into account the integrity of traditional village culture, and the color of the exterior walls of some dwellings was greatly different from that of the original traditional dwellings.

5.4 Unknown Cultural Brand Positioning

Xuetangshan Village has many cultural heritages and rich traditional culture connotation, but at present, it has not designed a suitable brand with cultural characteristics, has not fully explored its residential culture, farming culture, red culture and other cultural characteristics, has not highlighted its distinctive characteristic advantages with the surrounding areas, and the tourism image of the village has not been initially established, which is the main problem that must be solved for the sustainable development of Xuetangshan Village's cultural heritage.

5.5 Poor Public Infrastructure

Xuetangshan Village is mainly built around Caijiagou and along the mountain, it is far from the main road of the town. There is only one narrow main cement road in the village, which twists and turns. The village has no centralized garbage disposal point, no public entertainment and fitness places, no snack shops, homestays, restaurants and other service places, as well as aging power facilities, unstable network communication and other problems. These problems in public infrastructure greatly reduce the attraction of the cultural heritage of traditional villages and bring adverse effects to the protection and development of Xuetangshan village.

6. Countermeasures and Suggestions for the Protection and Development of Xuetangshan Village from the Perspective of Cultural Heritage

6.1 Formulate Protection and Development Plans Scientifically and Take the Road of High-quality Development

The protection and development of traditional villages is a systematic, holistic and sustainable construction project, which needs to be combined with the development background of the new era and make scientific protection and development plans under the premise of adapting measures to local conditions. First of all, *the Plan for the Protection and Development of Traditional Villages in Xuetangshan Village* was formulated in time, opinions of relevant departments, experts and villagers were widely collected, high standards of construction were persisted, goals and directions were

clearly defined, and specific protection and development measures were put into practice. Secondly, we should improve the laws and regulations on the protection and development of traditional villages, give play to the guiding role of *the Regulations of Sichuan Province on the Protection of Traditional Villages*, revise *the Village Regulations and People's Agreement of Xuetaangshan Village*, improve the protection management system and supervision responsibilities, and make sure that there are laws to follow. Finally, strengthen the protection and utilization of centralized contiguity, promote the traditional villages of Shaxi Town to reach the consensus of contiguity construction, and form the complementary advantages and linkage effect among villages.

6.2 Strengthen Cultural Publicity and Enhance Villagers' Cultural Confidence

For the protection and development of the traditional villages in Qin-Ba Region with regional cultural characteristics, it is necessary to vigorously publicize the comprehensive value of the village cultural heritage, so that everyone can recognize the uniqueness and preciousness of the village culture and retain nostalgia. Village cadres and villagers should be organized to fully understand the history, development and culture of their hometown. Villagers are the main body of protecting traditional villages, they should understand the importance of village cultural heritage and relevant policies and regulations, improve the protection awareness of villagers, and enhance their cultural consciousness and cultural confidence. At the same time, it is necessary to tell village stories well, spread village culture through multiple channels, carry out field publicity through a series of activities such as building a village history museum, making bulletin boards, implementing listing protection, carrying out folk culture festivals, etc., combine new online media, open a WeChat official account, Tiktok videos, digital museums, etc., and gradually improve the popularity and influence of Xuetaangshan Village.

6.3 Regional and Classified Construction to Reshape the Style of Traditional Villages

According to *the Basic Requirements for the Preparation of Protection and Development Planning of Traditional Villages (Trial)* (Jiancun [2013] No. 130) and *Requirements for the Preparation of Protection Planning of Famous Historical and Cultural Cities and Towns and Villages (Trial)* (Construction Regulation (2012) No. 195), according to the traditional pattern, historical style, and integrity and concentration of traditional buildings, the protection area of Xuetaangshan Traditional Village can be divided into three protection zones: core protection area, construction control area and environmental coordination area, and the buildings, structures and historical environmental elements within the protection area can be protected and renovated in a classified manner. The Upper Caijiagou area, Lower Caijiagou area, Caijiawan area, Yangjiaping area and Lijiaping area can be designated as the core protected area. The environmental elements around the core protected area that need to be controlled are the construction control area, and other areas of the village are the environmental coordination area. Major traditional buildings will be maintained and repaired by stages, Cai's Ancestral Hall, "Sanshan Tongyuan " Stone Bridge and other important historical environmental elements will be protected, professional guidance will be given to the villagers to build new houses, which will be integrated into the local traditional architectural culture, modern residential houses will be renovated, and natural landscapes such as mountains, rivers and rural areas will be upgraded to create a more harmonious overall cultural heritage of the village, and the traditional village style of Xuetaangshan Village will be reshaped.

6.4 Deeply Explore the Cultural Connotation of Villages and Activate the Use of Cultural Heritage

Traditional villages are rich in material and intangible cultural heritage and gather many excellent local traditional cultures. Xuetaangshan Village should deeply explore the connotation of its cultural heritage, vigorously develop the heritage culture industry system, develop experiential rural tourism, construct characteristic cultural brand, and activate the use of cultural heritage. The first is to deeply develop traditional architectural culture, analyze the concept of geomantic pattern and courtyard

layout, draw various techniques and construction methods of traditional architecture, study the decorative art and cultural implication of wood carving and stone carving, record architectural history and anecdotes, and actively inherit traditional architectural culture and modern life style. Second, we will make great efforts to build a demonstration area of traditional farming culture, integrate and plan the farming civilization of terraced fields, farming, farming tools and courtyard economy in combination with the farming tradition continued by the village, and cultivate the experience products of traditional agriculture and sightseeing agriculture. Third, we will launch the research and practice route of red culture, and focus on the development of red cultural resources such as the original site of the First Branch of the Red Fourth Front Army General Hospital, the monument of Chairman Mao's quotations from Xuetaangshan, and red stories around Shaxi Town's "Red Army Martyrs Cemetery in Sichuan-Shanxi Revolutionary Base" national patriotism education base. Fourth, we will create distinctive folk culture tourism villages, focusing on stone carving, folk songs, ancient oil extraction, Huaiyu paper-cut, bamboo weaving, weddings, traditional stories, festival activities, distinctive food and other folk projects, giving play to the role of inheritors of intangible cultural heritage and folk artists in cultural inheritance, and integrating folk culture into the construction of traditional villages.

6.5 Improve Public Infrastructure and Improve Living Quality

Traditional villages are places where villagers produce and communities where they live. Only by constantly improving village infrastructure and improving villagers' comfort, happiness and sense of gain in life can the cultural inheritance of traditional villages be truly realized. The local government should make good use of all kinds of special funds from the central finance, actively declare all kinds of related subsidies, vigorously introduce social investment, donation, equity and other multi-financing channels, increase capital investment, and focus on renovating and improving the necessary living and safety facilities, such as streets and roads in Xuetaangshan Village, water and electricity, garbage disposal and fire fighting. At the same time, it is necessary to plan and build rural restaurants, homestays, snack shops, public toilets and other tourist places, and repair ancestral halls, stage, schools and other public places, so as to continuously improve the living quality of Xuetaangshan village and the image of traditional villages as tourist destinations.

7. Conclusion

With a long history and vast region, China has many traditional villages and different regional environment and cultural forms in various regions. It is an inevitable requirement for the protection and development of traditional villages in the new era to deeply explore the cultural heritage of traditional villages and explore regional protection and development strategies adapted to local conditions. Xuetaangshan Village cultural heritage has important historical and cultural value. After in-depth analysis of its cultural heritage characteristics and existing problems, this paper puts forward some suggestions, such as scientific planning, increasing cultural publicity, zoning and classification, in-depth excavation of cultural connotation, and improvement of public infrastructure. Taking Xuetaangshan Village as an example, this paper explores the regional protection path of traditional villages in Qin-Ba Region from the perspective of cultural heritage, so as to provide certain research basis and practical significance for further promoting the sustainable development and overall protection of traditional villages in Qin-Ba Region.

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