

# A Conceptual Framework For Sustainable Development Of Cultural Landscapes In Traditional Villages In Yunnan, China In The Context Of Rural Revitalization

Yang YiRan<sup>1,2</sup>, Siow MayLing<sup>1</sup>, Roziya Ibrahim<sup>1</sup>, Noor Fazamimah bt. Mohd Ariffin<sup>1</sup>

<sup>1</sup>Faculty of Design and Architecture, University Putra Malaysia, Serdang , Malaysia

<sup>2</sup>Faculty of Fine Arts, Yuxi Normal University, Yunnan, China

Corresponding Author Email: siowml@upm.edu.my

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v13-i12/19355> DOI:10.6007/IJARBSS/v13-i12/19355

**Published Date:** 13 December 2023

## Abstract

This study focuses on the new insights into rural cultural landscape heritage that have emerged following the rural revitalization strategy initiated after the 19th National Congress of China. Particularly in Yunnan, the rise of rural tourism has posed challenges of spatial and cultural alienation to the cultural landscapes of traditional villages. The research delves into the complexities behind these challenges, striving to identify sustainable models that balance tradition with modernity, and conservation with development. Through an in-depth analysis of relevant literature, the researchers have developed a comprehensive framework for the "Sustainable Development of Cultural Landscape Heritage of Traditional Villages in Yunnan". This framework is more than a theoretical construct, it offers a new perspective for understanding and promoting the sustainable development of cultural landscapes in Yunnan and other similar areas. It also provides valuable guidance for the economic and cultural preservation of local communities, serving as an important reference for the future expansion of rural cultural landscapes.

**Keywords:** Rural revitalization, Traditional village, Cultural landscape heritage, Sustainable development, Conceptual framework

## Introduction

Rural landscape heritage reflects unique local agricultural wisdom and cultural traditions, epitomizing historical sophistication and serving as a vital resource for rural development. The diversity of landscape elements and the complexity of their intrinsic connections make the conservation of rural landscape heritage a challenging endeavor. The urban-rural dichotomy has led to abandoned farmlands, vacant houses, and forsaken landscapes in rural

areas, significantly altering the landscape structure, patterns, and functions, while accelerating the degradation of local cultural landscapes and productive activities (Poudevigne et al., 1997). As early as 1925, Sauer had noted that cultural landscapes are shaped by specific cultural groups within their natural environments (Sauer, 1925). By 1992, UNESCO officially recognized cultural landscapes as part of the world heritage, highlighting their significant social value in natural conservation, social equity, and poverty alleviation. This recognition also brings economic benefits to local communities and stimulates public interest in heritage conservation (ICOMOS). In 2000, the European Landscape Convention (ELC) defined "landscape" as an area perceived by people, whose character is the result of the action and interaction of natural and/or human factors. Landscapes play an essential public interest role in cultural, ecological, environmental, and social domains, contributing to resources that are conducive to economic activities (Table 1).

**Table 1**

*Classification of cultural landscape conservation based on Chinese territory*

Type	Characteristic	Example	
Landscapes intentionally designed and built by humans	Landscape works planned or designed by landscape architects and gardeners according to certain principles or landscapes cultivated by gardeners according to local traditional styles, which reflect trends in landscape design theory and practice or representative works of famous landscape architects, in which aesthetic value plays an important role.	Traditional private houses, temples, and royal gardens	
Organically evolved landscapes	Remnants of organic evolution (fossil) landscapes	A landscape environment representing the remains of events, people, and activities linked to history, showing the evolutionary process that has been completed at some time in the past, whether sudden or gradual, as in the case of archaeological sites.	Great sites
	An organically evolving landscape of continuity	A landscape shaped by the users of a place through their actions, which reflects the cultural and social identity of the community to which it belongs. In this landscape, function plays an important role. It maintains an active social role in today's society, which is linked to traditional ways, and is still in the process of its own evolution, while at the same time showing physical evidence of its evolutionary development throughout history.	Famous historical and cultural villages and towns
Associative cultural landscapes (landscapes of famous places based on a traditional aesthetic sense)	Contains traditional ways of articulating and appreciating the environment, characterised by links to natural elements and strong religious, artistic, or cultural associations yet not necessarily by cultural material evidence.	Natural resource environment in scenic areas	

(Source: Hong, 2009)

At the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China held on October 29, 2020, a proposal was passed concerning the planning of the national economy and social development for the 14th Five-Year Plan and the long-range objectives through the year 2035. The proposal particularly underscored the central position of cultural construction, explicitly proposing the promotion of cultural enterprises and the flourishing development of cultural industries, in order to enhance the country's cultural soft power (NDRC, 2020). This guideline has pointed the way for the development of modern rural culture and has provided momentum for the protection and development of the cultural landscape of traditional villages.

As a country with a long-standing rural society, China's cultural roots are deeply entrenched in the soil of its villages. In today's rural construction, rural culture not only forms the foundation of cultural heritage but also plays an indispensable role in promoting rural governance and enhancing national cultural confidence (Pan & Yan, 2021). Therefore, inheriting and promoting the excellent rural culture is of great significance for the protection and development of the cultural landscape of traditional villages, providing clear principles and innovative ideas.

Over time and with changes in the social environment, culture and the landscape heritage it shapes are constantly evolving and changing. All cultural landscape heritage is living and changing entities, bearing significance not only in history and the present but also closely related to the future development of humanity. Viewing cultural landscape heritage from a holistic and dynamic perspective, we should regard it as a product of a post-modern knowledge society, a "heritage" that needs protection, as well as a "resource" participating in the construction of a new society (Zou et al., 2020). However, as an important part of Chinese culture and rural culture, traditional villages have long been a weak link in economic and social development, lacking a sufficient economic foundation to support the protection and construction of cultural landscapes (Pan & Yan, 2021).

As of 2022, China has included 6,819 traditional villages in its key protection list (Traditional Villages, 2021). However, these villages commonly face issues of homogenization, commercialization, and formalism, leading to varying degrees of damage and degradation (Wang & Lu, 2017), thus becoming extremely vulnerable cultural landscape resources (Zou et al., 2020). China's traditional villages have a strong regional character, and most of them operate according to robust self-organizing principles, so any external intervention must fully consider the actual needs of the villagers. At present, there is a lack of universal strategies that are applicable to these diverse villages, a situation that is particularly evident in the traditional villages of Yunnan.

Yunnan Province is home to 26 ethnic minorities, of which 15 are unique to Yunnan, making it the province with the largest number of ethnic minorities in China (November 2, 2022). At the same time, Yunnan province has a rich and diverse range of traditional house types, numerous ancient buildings, old trees and intangible cultural heritage, which together constitute a valuable historical and cultural treasure. However, in the course of the development of society in the new era, urbanisation has gradually accelerated and the level of technology has risen. Traditional ethnic culture and its carriers have gradually disappeared or changed in the face of the impact of modernisation, and the number of traditional villages has decreased significantly.

Due to its remote geographical location, complex terrain, backward economic development, and other factors, Yunnan is relatively less impacted by modernisation. As a province with tourism as its pillar industry, Yunnan has always paid attention to developing its ethnic

resources and characteristic industries, but it is still at an exploratory stage as to how to make use of the existing cultural landscape resources to effectively promote the development of Yunnan's distinctive industries (Qin, 2020). As a form of World Heritage, cultural landscapes have been linked to production systems and living spaces and have become an important theme in the study of traditional villages around the world. Although researchers have studied the cultural landscapes of traditional villages from different disciplines, with the mobility and modernity embedded in rural tourism, the cultural landscapes of traditional villages are still in a state of spatial alienation and cultural alienation at this stage, and conservation and development have not been significantly improved. As a result, a comprehensive theoretical framework to understand the complexity of sustainable development of cultural landscapes is lacking.

To promote the sustainable development of traditional village cultural landscapes in Yunnan, it is crucial to conduct targeted research and implement effective strategies for the protection and optimal utilization of these villages. Exploring ways to achieve sustainable development of traditional village cultural landscapes has become a key issue in both academic and practical fields. This study focuses on identifying sustainable development models that balance the preservation of traditional values with modern needs and find equilibrium between conservation and development. The goal of this research is to provide an effective approach to enhance the sustainability of traditional village cultural landscapes, thereby contributing to the revival of rural culture in Yunnan and ensuring the long-term preservation of these cultural landscapes.

### **Methodology**

This study focuses on the sustainable development of cultural landscapes in traditional villages of Yunnan and reports on a series of related articles. Researchers utilized the CNKI (China National Knowledge Infrastructure) and the Web of Science (WoS) databases, searching with keywords such as "Yunnan traditional villages" and "Yunnan cultural landscape heritage" for articles published from December 2017 to December 2022. After careful screening and exclusion of content irrelevant to the theme, a selection of significant literature was obtained to serve as the initial data for this research. To ensure the completeness and validity of the data, researchers followed the "scope" principle proposed by Morse & Richards (2002) and referred to their criteria for validity. These literatures enabled researchers to comprehensively represent and reflect on the subject matter related to the cultural landscapes of traditional villages.

The article begins with a comprehensive review and screening of the literature on cultural landscape heritage. During the conceptual analysis phase, the selected literature was read in detail, and various patterns and commonalities were identified, which were then categorized into different classes and isolated concepts (Glaser, B., & Strauss, A., 2017; Strauss, A., & Corbin, J., 1990). Each concept revealed a unique perspective on cultural landscape heritage. Subsequently, the researchers established a conceptual framework for the study based on the IRT model, and conducted an in-depth analysis of the content across social, economic, cultural, and environmental dimensions. Ultimately, a conceptual framework for the "Sustainable Development of Traditional Village Cultural Landscapes in Yunnan" was formed, aimed at providing theoretical support for exploring the path to sustainable development of traditional village cultural landscapes within the context of rural revitalization in Yunnan.

**Integrated Rural Tourism (IRT) Model**

Cultural landscapes, as a result of the interaction between humans and the natural environment, display diversity and continuity, embodying the product of organic development (Lu,2006). Their value and characteristics lie not only in themselves but also in their impact on modern society, especially under the strategy of rural revitalization. The Convention Concerning the Protection of the World Cultural and Natural Heritage also underlines the importance of the sustainable development of cultural landscapes, noting its close connection with traditional ways of life. UNESCO emphasizes the significance of protecting cultural landscapes, asserting that this not only promotes the application of modern techniques for sustainable land use but also helps to maintain or enhance the natural value of landscapes and supports the protection of biodiversity and cultural diversity on a global scale (Shan, 2010).

In this context, the inheritance and revitalization of rural culture become particularly important. It is not only the core of village survival and development but also the key to promoting comprehensive development in rural economy, society, and culture (Qi,1999). The protection and development of traditional villages is not only a manifestation of China's rural culture's self-awakening and positive response but also a strong support for the inheritance of Chinese excellent traditional culture (Hu et al., 2014). Therefore, promoting and protecting the culture of traditional villages holds significant and far-reaching implications for realizing the rural revitalization strategy as well as for maintaining and developing the traditional culture of the Chinese nation (Qu & Wen, 2019).

In recent years, the Chinese government has increased its support for rural tourism by implementing a series of policies to promote its development. The goal is to leverage rural tourism to boost consumption, improve people's livelihoods, and promote high-quality development in rural areas. In 2018, China's National Development and Reform Commission, along with 13 other departments, issued the "Action Plan for Promoting the Development and Upgrading of Rural Tourism (2018-2020)," demonstrating the recognition of the important role of rural tourism. Despite this, rural tourism in China is still in a transitional phase from primary to standardized development and requires in-depth research on local issues as well as learning from international experiences.

Rural tourism in Europe has a long history, beginning to take shape in the 19th century and gaining recognition for its contribution to rural development towards the end of the 20th century. European policies advocate for the diversified use of land in rural areas, aiming to secure the livelihood of local residents and environmental protection (Forbord et al., 2012). On this basis, several European countries have proposed the "Integrated Rural Tourism" (IRT) development framework, which has promoted comprehensive rural development. Prior to 2010, practices and research on IRT were mainly concentrated in Europe, including in some underdeveloped rural areas of Spain, Greece, France, and others. After 2010, case studies on IRT began to expand to the United States as well as some bordering and developing countries (Barcus, 2013). In China, successful cases of rural tourism, such as Yujiacun, have also adopted the IRT framework (Gao & Wu,2017).

The Integrated Rural Tourism (IRT) practice model, stemming from the concept of sustainable tourism development, aims to strengthen the close ties between rural tourism and regional resources and communities through practical operations (Saarinen, 2006). This model takes into account multiple dimensions including economic, social, cultural, and natural elements, promoting their coordinated development to achieve sustainability in tourism. The IRT model focuses not only on resource integration and policy coordination but also emphasizes building

networks within specific areas to enhance community identity and local connections. The unique contribution of this model lies in its emphasis on networks and information exchange, aiming to achieve resource sharing and coordinated utilization (Jenkins & Oliver, 2001).

Studies have shown that the Integrated Rural Tourism (IRT) model is highly congruent with the principles of China's Rural Revitalization Strategy, particularly in its emphasis on integrated urban-rural development and the establishment of robust systems for urban-rural integration. Drawing on the IRT framework, this research provides a systematic analysis of rural revitalization strategies through a case study of the cultural landscape of traditional Yunnan villages, examining environmental, social, economic, and cultural perspectives (Clark & Chabrel, 2007). It introduces a comprehensive model designed to sustain the development of rural tourism. This scholarly perspective aims to uncover innovative pathways for rural progress, offering theoretical foundations and practical recommendations for the execution of rural revitalization initiatives (Saxena et al., 2007).

In essence, IRT serves as an all-encompassing developmental instrument that amalgamates various facets of rural advancement and engages numerous stakeholders. Its global applicability has been well demonstrated, making a constructive contribution to the advancement of rural tourism and the broader rural revitalization agenda.

### **Conceptual Framework**

The interconnected, synergistic, and holistic nature of rural development is at the core of both the IRT framework and the Rural Revitalisation Strategy. The strategy prioritises the integration of urban and rural growth and aims to achieve its five major goals through the establishment of a sound institutional mechanism and policy system for integrated urban-rural development, as stated in the report of the 19th National Congress which raised the topic of "integrated development of urban and rural areas" for the first time. The organic connection between and mutual promotion of urban and rural development are given more weight in integrated urban-rural development (Li, 2019).

Based on a review and analysis of relevant literature, this study proposes a conceptual framework for the sustainable development of the cultural landscape of traditional villages in Yunnan in the context of rural revitalisation. It adopts a comprehensive approach and perspective inspired by the principles of IRT networking, considering four key dimensions. By incorporating the concept of IRT into this framework, this study has laid a comprehensive analysis foundation for the formulation of sustainable development strategy of Yunnan traditional village cultural landscape. The ultimate goal is to provide scientific, balanced and pragmatic solutions to promote the revitalization of rural tourism and protect Yunnan's cultural landscape (see Figure 1).



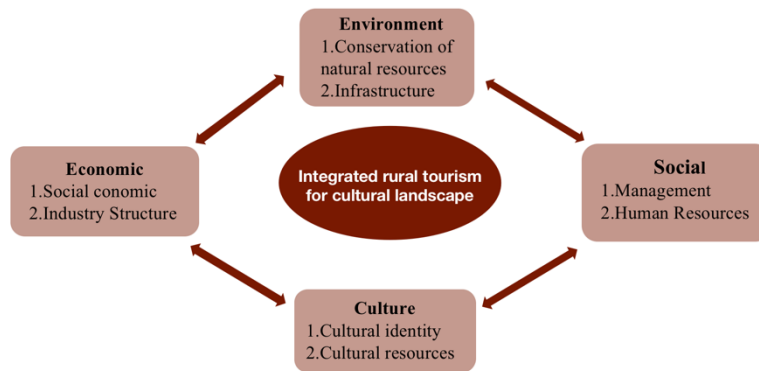


Figure 1 Conceptual Framework  
(Source:By Author)

## I.Society

### i.Management

Natural and cultural assets, along with supporting infrastructure and public facilities, are pivotal for the success of the rural tourism industry. Failure to properly manage the scale, type, and number of visitors can endanger the quality of the natural environment, social fabric, and cultural traditions (Garrod et al., 2006). Consequently, there is a growing emphasis on sustainability issues in rural tourism (Garrod et al., 2006).

Tourists, tour operators, business owners, members of the host community, and various organizations and institutions supporting the industry all assume significant roles in tourism (Bramwell & Bernard, 2000; Saxena, 2005). A notable drawback has been identified in the absence of an integrated framework to manage these diverse stakeholders and structures. Landscape management necessitates collaboration with local communities to preserve cultural landscapes, which rely on the fluidity and adaptability of cultural development in terms of production and lifestyle (UNESCO, 1995). Importantly, one of the most influential and effective channels for rural landscape conservation is the involvement of volunteer groups within community action networks. These networks involve collaborative efforts between local residents and experts (Tenze et al., 2020).

In Yunnan, the management of cultural landscapes is more heavily reliant on government departments, with limited input and advice from communities, local residents, and experts. Consequently, their role in the overall management process is minimal.

### ii.Human Resources

The traditional villages in Yunnan are at a critical turning point where the cultivation and maintenance of human resources are considered core issues (Nupus et al., 2017). The significance of human capital—namely the skills and knowledge systems of the residents—is continually emphasized, highlighting the irreplaceability of higher education and vocational training, especially in the context of cultural heritage and local handicrafts. The growth in human resources is significant not merely in numbers but also in the long-term economic benefits it brings to the community. Effective human resource strategies, as described by Suparno (2017), should consider enhancing skills and creating valuable job opportunities for the unemployed. In a rural setting, vocational education is seen as a key to sustainable development (Pudjiarti et al., 2017). Faced with challenges such as an aging population, labor

shortages, insufficient educational levels, and the loss of traditional skills in Yunnan's traditional villages, it is necessary to promote education, improve skills, and pass on culture, while also developing the potential of tourism and handicraft industries to ensure the sustainability of human resource development. This fosters innovation and entrepreneurial activities in the villages, enhancing the diversity of employment (Feng et al,2022).

## **II. Economy**

### **I.Social economy**

Socio-economic activities in Yunnan's traditional villages are essential for the preservation of their unique cultural landscapes. These places not only allow residents to protect their cultural heritage but also open a gateway for tourists to deeply understand and experience these traditions (Mbaiwa, 2005). With the expansion of tourism, there has been a close integration with the cultural and economic activities of these traditional villages, creating a win-win situation (Mbaiwa, 2003). This integration has led to increased employment in local communities (Liu et al., 2006), raised income levels, and accelerated infrastructure development (Garrod, Wornell & Youell, 2006; Mbaiwa, 2003).

However, the unique cultural landscapes of Yunnan have also drawn the attention of many investors. While this attention can lead to economic prosperity, it may also pose a threat to the cultural integrity of these villages (Nuryanti, 1996). The challenge lies in ensuring that Yunnan's cultural heritage is protected in a balanced way amidst the drive for tourism-related economic benefits. This requires the active participation of all stakeholders, including local communities, government agencies, and investors, to manage the growth of tourism sustainably while protecting the cultural essence that distinguishes Yunnan's traditional villages (Li et al., 2023) .

### **li.Industry structure**

The joint development of traditional villages and rural tourism offers an effective path for global development, as tourism development and cultural preservation mutually reinforce each other. Moderate tourism development can contribute to the cultural and ecological balance of ethnic villages, creating a positive feedback loop (Huang & Huang, 2018). The flourishing cultural and creative industries have sparked a new trend in preserving and developing traditional village culture by integrating these industries with tourism growth (Kong et al., 2016). Rural tourism not only boosts local economic income but also generates job opportunities, which is believed by the government and researchers to help curb migration from rural areas (Augustyn, 1998; Fleischer & Felsenstein, 2000).

Yunnan, known for its cultural diversity, can effectively blend its traditional culture with the tourism industry through special cultural tourism, leading to regional economic development (Yang & Jia, 2020). To effectively utilize the historical and cultural tourism resources offered by traditional villages, it's crucial to strengthen their foundation, preserve remaining cultural relics scientifically, and avoid excessive formalization and superficiality (Yang, 2019). Vernacular landscapes are both a reflection of geographical creation and an important cultural form. In tourism-oriented rural areas, cultural landscapes, tourism development, and the construction of unique towns are closely intertwined (Zhai et al., 2020). Comprehensive protection of rural landscapes serves as the foundation for their long-term growth, an integral part of the functional system for leisure and cultural tourism development, and a driving force for the development of distinctive towns and local industrial and economic growth.



### **III. Culture**

#### **i. Cultural Confidence**

The prosperity of a nation depends not only on its superior economic strength and democratic political system but also on its connection and expression with its own culture. In this context, human interaction with nature and its impact have always occupied a central place in the cultural landscape, as Shen and Chou (2021) noted. The spatial characteristics of landscapes, as representations of cultural identity, have long been intertwined with local and regional identities, embodying cultural expression.

Psychologists Kamas and Preston (2012) suggest that an individual's sense of self-worth originates from the assessment of their abilities and performances. Wan and Rucker (2013) further explain that confidence means believing in one's knowledge and skills to face challenges and being able to predict the outcomes of actions accurately. Essentially, confidence is the belief in one's abilities, trusting in success in all life endeavors, both spiritually and materially.

Mann (1998) pointed out that confidence is influenced by personal traits and cultural factors. Therefore, an individual's confidence, nurtured by their cultural roots, may lead to a reinforced belief in culture, or more specifically, the cultivation of cultural confidence. According to Wan and Rucker (2013), cultural confidence can be seen as a collective cultural identity or an individual's deep understanding and acceptance of their own cultural principles, fostering a sense of belonging and emotional connection.

Yunnan's traditional villages, reflecting China's cultural diversity and ethnic heritage, are experiencing a crisis in cultural confidence. Despite preserving architectural and ethnic traditions, villagers' pride and connection to their heritage are diminishing. The lack of protection for traditional practices and declining community involvement are eroding their cultural self-assurance (Yang, 2019). This loss is evident in both the neglect of traditional values and challenges in merging these traditions with modern life. Consequently, there is an urgent need for initiatives to bolster cultural confidence and rekindle community pride in their unique heritage.

#### **ii. Cultural resources**

Traditional villages, as carriers of culture and history, occupy a unique position in the tourism industry (Hu et al., 2014). Amidst economic and social development, these villages serve as intersections of culture, history, and tourism, showcasing their diversity and interconnectivity. Tourists' interest in traditional villages often stems from a desire to explore their architectural styles, traditional handicrafts, local customs, and cuisine. This provides villagers with a platform to display and pass down their cultural skills, allowing them to play a pivotal role in the tourism sector (Liu et al., 2020), ultimately benefiting the village both economically and culturally.

However, as Feng (2009) observed in a study of an ancient village in southwest China, despite the village being rich in handicrafts and tales passed down through generations, some villagers are hesitant about turning their daily lives and specific festivals into 'tourist attractions.' With the influx of tourists, genuine cultural activities are prone to commercialization, leading to superficial or distorted representations of the culture (Che, 2016). Such excessive commercialization risks not only diluting the essence of the culture but also generating skepticism or negativity among villagers about cultural preservation. Crucially, while traditional villages harbor significant cultural potential in their interactions with the tourism industry, they also face challenges of authenticity erosion and over-

commercialization. Due to external cultural influences and commercial trends, many traditions and handicraft skills are at risk of marginalization or even extinction (Hu et al., 2017).

#### **IV. Environment**

##### **i. Conservation of natural resources**

Traditional villages symbolize the long-term blending of humans and nature, nurturing precious natural resources. These resources underpin the lives of the villagers, revealing their close ties with nature (Shan, 2010). The cultural landscape of these villages is undergoing a transformation from pure nature to cultural ecology. Adjustments made by humans to the natural landscape, whether in form, structure, or intensity, emphasize the depth and breadth of human-nature interaction (Shan, 2010).

The rural cultural landscape results from the prolonged interaction between the natural environment and human activities. This landscape not only reveals a profound relationship between humans and nature but also reflects its historical and cultural values (Shan, 2010). With the improvement in living standards, farmers pursue better living conditions, which might lead to over-exploitation of natural resources (Kong et al., 2016). In promoting rural development, it's essential to balance the relationship between nature and societal progress, ensuring harmonious coexistence for both (Yang, 2019).

##### **ii. Infrastructure**

In traditional villages, the interplay between cultural landscapes and infrastructure is particularly prominent. Numerous scholars have noted that developing infrastructure that complements local culture is a key strategy to enhance the appeal of a tourist destination (Khadaroo & Seetanah, 2008; Xiao, 2006). Such infrastructure not only provides tourists with an immediate sense and experience of local culture and history (Che, 2016), but also immerses them more deeply into the local community life. However, preserving the authenticity of cultural landscapes amidst development remains a continuous challenge. Excessive tourist flow and inappropriate infrastructure development could pose threats to these precious cultural landscapes (Garrod et al., 2006; McDonald & Jolliffe, 2003), and over-commercialization could potentially dilute the essence of original cultural traditions.

Taking traditional villages in Yunnan as an example, the government's lack of focus on infrastructure has resulted in investor withdrawals. While local residents may benefit from improved infrastructure, over-expansion of the tourism sector may challenge their traditional way of life. Hence, planning should consider a balanced approach between rational infrastructure deployment and the need to protect local cultures (Xu, 2003). In essence, to ensure a harmonious coexistence between tourism and cultural heritage, a balance must be sought in planning and development.

#### **Conclusion**

With the advancement of urbanization and the decline in population, the protection of traditional villages in China has become an urgent issue in both practical and academic realms. Cultural landscape heritage, as a component of world heritage, is closely linked to production systems and living spaces, making it a key area of study in global rural research (Huang & Huang, 2018). Researchers have explored the cultural landscapes of traditional villages from various perspectives, including spatial form, socio-culture, and rural tourism. However, influenced by the mobility and modernity brought about by rural tourism, these villages' cultural landscapes are now facing challenges of spatial and cultural alienation.

The concept of revitalization implies a transformation of social and cultural structures with the aim of fostering a sustainable community. From the perspective of IRT (Integrated Rural Tourism) theory, this study has developed a conceptual framework for the sustainable development of the cultural landscape of traditional villages. In this process, it innovatively extends the IRT theory to the context of village revitalization. Furthermore, this framework builds upon previous research and emphasizes the sustainability of cultural landscape heritage development.

The main contribution of this study lies in proposing an innovative theoretical and practical framework that delves deeply into the challenges and complexities in the development of cultural landscapes, seeking sustainable models that balance tradition with modernity, and conservation with development. Through an in-depth analysis of relevant literature, researchers have developed a comprehensive framework for 'Sustainable Development of Cultural Landscape Heritage of Traditional Villages in Yunnan.' This framework is not just a theoretical construct; it provides a new perspective for understanding and advancing the sustainable development of cultural landscapes in Yunnan and other similar regions, offering valuable guidance for the economic and cultural preservation of local communities, and facilitating the adaptive transformation of socio-cultural structures.

Currently, to establish a favorable ecological environment for traditional villages, extensive work is needed in the formulation and refinement of policies and regulations, organization of cultural and landscape heritage, and the design of protective development plans and heritage systems. The conceptual framework provided by this study is immensely valuable for scholars and practitioners involved in rural revitalization. The elements and concepts of this framework offer practical assistance to local administrators and decision-makers, helping them to make informed decisions and take actions that enhance the sustainability of traditional village cultural landscape heritage, while also supporting the creation of beneficial living and production environments.

## References

- Augustyn, M. (1998). National strategies for rural tourism development and sustainability: The Polish experience. *Journal of Sustainable Tourism*, 6(3), 191-209.
- Barcus, H. (2013). Sustainable development or integrated rural tourism? Considering the overlap in rural development strategies. *Journal of Rural and Community Development*, 8(3).
- Bramwell, B., & Lane, B. (Eds.). (2000). *Tourism collaboration and partnerships: Politics, practice and sustainability (Vol. 2)*. Channel View Publications.
- Che, Z. (2016). Pros and Cons of Tourism Development on Traditional Villages. *Tourism Research*, 3(8), 1–12. <https://doi.org/10.3969/j.issn.1674-5841.2016.03.001>
- Clark, G., & Chabrel, M. (2007). Measuring Integrated Rural Tourism. *Angewandte Chemie International Edition*, 6(11), 951–952. Retrieved December 31, 2009, from <http://ejournals.library.ualberta.ca/index.php/IJQM/index>
- Feng, J. (2009). Ancient Village Protection Is Key to Cultural Heritage Rescue. *China Real Estate Market*, 18–19.
- Feng, Y., Wang, C., Liu, W., & Jiang, W. (2022). Sustainable development of traditional village conservation in Yancheng. *Journal of Urban and Rural Construction*, 10, 62-63.
- Fleischer, A., & Felsenstein, D. (2000). Support for rural tourism: Does it make a difference?. *Annals of Tourism Research*, 27(4), 1007-1024.

- Forbord, M., Schermer, M., & Griessmair, K. (2012). Stability and variety-products, organization and institutionalization in farm tourism. *Tourism Management*, 33(4), 895-909.
- Gao, J., & Wu, B. (2017). Revitalizing traditional villages through rural tourism: A case study of Yuanjia Village, Shaanxi Province, China. *Tourism Management*, 63, 223–233. <https://doi.org/10.1016/j.tourman.2017.04.003>
- Garrod, B., Wornell, R., & Youell, R. (2006). Re-conceptualising rural resources as countryside capital: The case of rural tourism. *Journal of Rural Studies*, 22(1), 117–128. <https://doi.org/10.1016/j.jrurstud.2005.08.001>
- Glaser, B. G., & Strauss, A. L. (2017). Discovery of grounded theory: Strategies for qualitative research. *Routledge*.
- Hong, Y. (2009). Research on cultural landscape conservation in China. Northwest.
- Hu, B., Li, X., & Wang, X. (2017). Investigation Report on Protection of Traditional Villages in China (2017). *Social Sciences Academic Press*, Publishing House of China's Social Sciences.
- Hu, Y., Chen, S., Cao, W., & Cao, C. (2014). The concept and cultural connotation of traditional villages. *Urban Development Studies*, 21(1), 10-13. <https://doi.org/CNKI:SUN:CSFY.0.2014-01-004>
- Huang, Z., & Huang, R. (2018). Rural culture research in the context of urbanization and tourism development: Academic debates and research directions. *Geography Research*, (02), 233-249.
- Jenkins, T., & Oliver, T. (2001). Integrated Tourism: A Conceptual Framework (SPRITE Deliverable 1). *University of Wales, Aberystwyth*.
- Jin, Y., & Yan, G. (2015). Reflections on sustainable development of cultural landscape heritage based on community participation. *Chinese Garden*, 03, 106-109.
- Kamas, L., & Preston, A. (2012). The importance of being confident; gender, career choice, and willingness to compete. *Journal of Economic Behavior & Organization*, 83(1), 82–97.
- Khadaroo, J., & Seetanah, B. (2008). The role of transport infrastructure in international tourism development: A gravity model approach. *Tourism Management*, 29(5), 831-840. [doi:10.1016/j.tourman.2007.09.005](https://doi.org/10.1016/j.tourman.2007.09.005)
- Kong, X., Zhuo, F., & Miao, C. (2016). The impact of tourism development on the protection of ancient village culture: Based on the investigation of residents in Hongcun, Chengkan, and Xu villages. *Tropical Geography*, 02, 216-224. <https://doi.org/10.13284/j.cnki.RDDL.002823>
- Li, X., Yang, Z., & Liu, X. (2006). Research on tourism protection and development model of historical and cultural villages: Taking Tuyugou Mazha Village in Tulufan as an example. *Qianli Morning District Geography*, 29(2), 301-306.
- Li, Y. (2019). The promotion path, innovation logic and implementation points of rural revitalization strategy - inspiration based on the European integrated rural tourism framework. *Journal of Yunnan University for Nationalities (Philosophy and Social Science Edition)*, 4, 63-69. <https://doi.org/10.13727/j.cnki.53-1191/c.2019.04.010>
- Li, Y., Deng, X., & Yang, L. (2023). Current status and development path construction of tourism economy in traditional villages of Southwest Yunnan. *Journal of Sichuan Tourism University*, 4, 52-56.
- Lu, Z. (2006, August 18). Reflections after the Announcement of the Sixth Batch of National Heritage Sites. *China Cultural Relics News*, 5.

- Mann, L. (1998). Cross-cultural differences in self-reported decision-making style and confidence. *International Journal of Psychology*, 33(5), 325–335.
- Mbaiwa, J. E. (2003). The socio-economic and environmental impacts of tourism development on the Okavango Delta, north-western Botswana. *Journal of Arid Environments*, 54(2), 447-467. doi: 10.1006/jare.2002.1101
- Mbaiwa, J. E. (2005). Enclave tourism and its socio-economic impacts in the Okavango Delta, Botswana. *Tourism Management*, 26(2), 157-172. doi: 10.1016/j.tourman.2003.11.005
- McDonald, R., & Jolliffe, L. (2003). Cultural Rural Tourism Findings from Canada. *Annals of Tourism Research*, 307-322.
- Morse, J. M., & Mitcham, C. (2002). Exploring qualitatively derived concepts: Inductive-deductive pitfalls. *International Journal of Qualitative Methods*, 1(4), 28–35.
- NDRC. (2020). The CPC Central Committee's proposal on formulating the 14th Five-Year Plan for National Economic and Social Development and the long-term Goals for 2035.
- Nupus, H., Setiadi, R., & Soesanto, H. (2017). The Effect of Social Capital on the Product Innovativeness and Marketing Performance in Indonesian Furniture Small and Medium-sized Enterprises. *International Review of Management and Marketing*, 6(7S), 355-360.
- Nuryanti, W. (1996). Heritage and postmodern tourism. *Annals of Tourism Research*, 23(2), 249-260.
- Pan, N., & Yan, F. (2021). The strategic significance and practical ways of revitalizing rural culture--an exploration of Xi Jinping's important remarks on inheriting and developing rural culture. *Journal of Inner Mongolia Agricultural University (Social Science Edition)*, 02, 1-7. <https://doi.org/10.16853/j.issn.1009-4458.2021.02.001>.
- People's Government of Yunnan Province. (2022, November 2). Population and Ethnicity. Retrieved from [https://www.yn.gov.cn/yn/gk/gk/201904/t20190403\\_96251.html](https://www.yn.gov.cn/yn/gk/gk/201904/t20190403_96251.html)
- Poudevigne, I., VanRooi, J.S., Morin, P., & Alard, D. (1997). Dynamics of rural landscapes and their main driving factors: A case study in the Seine Valley, Normandy, France. *Landscape and Urban Planning*, 38, 93–103.
- Pudjiarti, E.S., Wahyudi, S., & Suharnomo, S. (2017). Organizational learning and lecturer performance: The mediating position of voluntarily creative roles. *The International Journal of Learning in Higher Education*, 24(2), 1-14.
- Qi, J. (2021). How to Revitalise Rural Culture to Awaken Vernacular Memory, 164-165.
- Qi, Z. (1999). Institutional arrangements and tourism resource protection. *Social Scientists*, 1999(3), 49-52.
- Qin, Y. (2020). Evolution, characteristic, and direction of China's urbanization since the reform and opening up: From the perspectives of population, economic and institution. *City Planning Review*, 01, 44-51. <https://doi.org/10.11819/cpr20200107a>
- Qu, B., & Wen, Y. (2019). Theoretical considerations on archival-style protection of traditional village cultural resources under the rural revitalization strategy. *Office Affairs*, 13, 168+171.
- Saarinen, J. (2006). Traditions of sustainability in tourism studies. *Annals of Tourism Research*, 33(4), 1121–1140. <https://doi.org/10.1016/j.annals.2006.06.007>
- Sauer, C. (1925). The Morphology of Landscape. *University of California Publications in Geography*, 22, 19–53.
- Saxena, G. (2005). Relationships, networks and the learning regions: Case evidence from the Peak District National Park. *Tourism Management*, 26(2), 277–289. <https://doi.org/10.1016/j.tourman.2003.11.013>
- Saxena, G., Clark, G., Oliver, T., & Brian, I. (2007). Conceptualising integrated rural tourism.



- Tourism Geographies*, 9(4), 347–370.
- Shan, J. (2010). Exploration and Practice of Cultural Landscape Heritage Conservation in Rural CategoryJ. *China's Famous Cities*, 4, 4-11.
- Shen, J., & Chou, R. J. (2021). Cultural Landscape Development Integrated with Rural Revitalization: A Case Study of Songkou Ancient Town. *Land*, 10(4), 406.
- Strauss, A., & Corbin, J. (1990). Basics of qualitative research: Grounded theory procedures and techniques. *Newbury Park, CA: Sage*.
- Suparno. (2017). 'Revolusi Mental' to Build the Character of Bureaucrats in Indonesia. *International Journal of Civil Engineering and Technology*, 8(8), 1099–1104. Retrieved from <http://www.iaeme.com/IJCIET/issues.asp?JType=IJCIET&VType=8&IType=8>
- Tenze, A., Cardoso, F., & Achig, M.C. (2020). Experiences of Social Participation in the Recovery of Vernacular Heritage in Southern Ecuador. *International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences*, 44, 603–610.
- Traditional village. (2021). Retrieved from [chuantongcunluo.com](http://chuantongcunluo.com).
- UNESCO. (1995). Regional Thematic Study Meeting Asian Rice Culture and Its Terraced Landscape. Manila, Philippines: UNESCO.University of Agriculture and Forestry Science and Technology.
- Wan, E. W., & Rucker, D. D. (2013). Confidence and construal framing: When confidence increases versus decreases information processing. *Journal of Consumer Research*, 39(5), 977–992.
- Wang, P., & Lu, L. (2017). Traditional village archives research - current situation, dilemma and outlook. *Archival Research*, 02, 15-20. <https://doi.org/10.16065/j.cnki.issn1002-1620.2017.02.003>
- Wang, X. M. (2013). Practice and reflection on the value recognition and holistic protection of traditional villages. *Journal of Southwest University for Nationalities*, (02), 156-160.
- Xiao, H. (2006). The discourse of power: Deng Xiaoping and tourism development in China. *Tourism Management*, 27(5), 803-814. doi: 10.1016/j.tourman.2005.05.014
- Xu, S. (2003). Management system selection for China's heritage tourism industry: Commentary on the proposition of "separation and checks and balances of four powers". *Tourism Academic Journal*, 18(4), 30-37.
- Yang, H. (2019). Research on cultural protection of De'ang traditional villages under the perspective of rural revitalization strategy. *Journal of Yanbian Party School*, 01, 69-74. doi:10.16332/j.cnki.cn22-1302/d.2019.01.016.
- Yang, J., & Jia, X. (2020). Research on the Development of Cultural Tourism with Chinese Characteristics -- A Case Study of Yunnan Cultural Tourism. *Tourism Survey*, Second Half Month, 02, 130-131.
- Zhai, H., Li, Y., Yang, H., & Liu, X. (2020). An analysis of the value of cultural tourism-type characteristic town vernacular landscape and its overall conservation strategy--Taking the ancient town of Shaxi in Dali, Yunnan Province as an example. *China Famous Towns*, 05, 85-92. <https://doi.org/10.19924/j.cnki.1674-4144.2020.05.013>.
- Zou, J., Liu, Y., & Liu, P. (2020). Comparative study on vulnerability of different types of traditional villages. *Human Geography*, 4. <https://doi.org/10.13959/j.issn.1003-2398.2020.04.008>