

Protection and Reuse of Traditional Village Architecture from the Perspective of live transmission

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Abstract: With the continuous growth of China's social economy, people's demand for spiritual life is increasing. Most of China's land is used to develop real estate and tourist attractions, which involves the protection of some traditional village buildings. Affected by the development of the times and historical factors, it is difficult to carry out the protection and reuse of traditional village buildings. Under the background of rural revitalization, traditional villages have been unable to meet the needs of current social development, and how to transform them into a common concern of rural workers and rural members. Based on this, this paper focuses on the protection and reuse of traditional village buildings, and emphatically analyzes the combination method of active utilization and protection of tradition and the reuse principle of traditional village buildings from the perspective of live transmission.

Keywords: Live Transmission; Traditional Village Architecture; Protection; Recycle

Introduction

The protection of traditional village buildings should be carried out from the perspectives of people, economy and culture, and follow the principles of people-oriented, cultural inheritance and active utilization. However, influenced by the development of the times, the current traditional village buildings are protected and reused. In live transmission's concept, the principle of "people-oriented" is emphasized, which means that when protecting traditional village buildings, the staff should not pay too much attention to the protection and reuse of the buildings themselves, but should pay attention to the protection of "people", because "people" are the users and successors of traditional village buildings, so as to promote the reuse of traditional village buildings. From the perspective of live transmission, the guiding strategy of active participation of actors is mainly divided into four aspects.

1. The staff need to improve the participation system of guides

The guides of traditional village buildings are the local government, which plays a role in promoting and escorting the inheritance and reuse of traditional village buildings. In order to strengthen the implementation effect and progress of the work, local governments need to clearly divide their responsibilities, clarify the division standards of employees in various departments, cultivate professional talents for the protection of traditional village buildings, and formulate a system for the reuse of traditional village buildings. In terms of talent reserve, the local government needs to set up a special research talent with high professional quality, and can give full play to its professional skills in the protection and reuse of traditional village buildings, so as to adapt to local conditions, tap local characteristics, analyze different buildings, formulate targeted development strategies and methods, and implement them to grassroots staff. The staff also need to improve the residents' participation mechanism, because the villagers are the main users of traditional village buildings. In the process of protecting and reusing traditional village buildings, we should fully respect the wishes of the villagers, negotiate with them in a friendly way, and optimize the villagers' participation mechanism from a dynamic perspective. The specific mechanism content can be roughly divided into four types: mutual cooperation, co-construction, co-governance and sharing. The staff also need to enrich the participation methods of the experiencers. The reuse direction of traditional village buildings is mostly local characteristic landscapes, while tourists, as experiencers and consumers, use their participation methods to create a good sightseeing experience for tourists. Rich ways of experience and participation can make tourists immerse themselves in it and feel the

history and art that belong to rural culture alone, thus creating word of mouth and attracting more tourists to visit and spend. Tourists' experience can be roughly divided into four types, namely, aesthetic experience, seclusion experience, play experience and educational experience. Fourthly, the management mode of traditional village buildings has changed, and the participation mode of operators should also be changed. The four common ways of participation are: individual contracting by villagers; Collective management of villagers; Management by foreign business personnel; Government-led operation, etc. Different modes of operation have different advantages and disadvantages. Taking individual contracting of villagers as an example, individual contracting of villagers lacks professionalism, which leads to insufficient management and competitiveness, and often fails to run for a long time. Although the government-led operation is managed by professional management talents, the management mode is too macro, and it is often impossible to estimate the characteristics of villages and adapt to local conditions ^[2].

2. Promote the continuation strategy of traditional village architecture live transmission

There are many intangible cultural heritages in traditional village buildings, and it is precisely because of the cultural characteristics of traditional village buildings that the importance of traditional village buildings is determined. The protection and reuse of traditional village buildings depends on the vitality and sustainable inheritance of the buildings themselves, which is the content that traditional static protection cannot achieve. Nowadays, the state has begun to advocate active protection methods, emphasizing the protection of village buildings that embody our traditional culture, so that these buildings can exert their own vitality and continue. One of the strategies of live transmission, a traditional village building, is to show it alive, which means to turn the immateriality of the village building into "materialization" so that tourists can accurately understand the history, culture and exhibition significance of the traditional village building. If it is not explained, tourists will have a sense of distance from the traditional village building. The specific display method is to introduce the building construction technology, construction process, operation mode of technology and techniques, etc. The display form can be combined with pictures and words. Living protection and live transmission mainly include vivid expression and close contact. Vivid expression refers to a dynamic expression, including theme selection, story setting and activity content setting for traditional village buildings. It is intended to attract tourists to watch through vivid and interesting stories, and let them feel the charm of traditional village buildings and the emotions in the stories. In addition, we can also introduce some ethnic activities, craft techniques, inheritance methods, etc., and attract tourists through dynamic deduction. The display mode of close contact is different from the traditional display mode. Close contact focuses on bringing more vivid viewing experience to tourists, breaking the sense of boundary between traditional village buildings and tourists, and breaking the sense of bondage of tourists, so as to increase the play experience of tourists and increase their deep thinking about traditional village buildings ^[3].

3. The driving strategy to promote the dynamic development of traditional village economy

The active protection and reuse of traditional village buildings must have sufficient innovation ability if they want to develop for a long time, that is, the active economic development brought by traditional village buildings. In traditional villages, traditional industries have declined and can't meet people's needs at present, so we should open up new development methods, such as industrial upgrading and development. In the upgrading of traditional industries, the biggest industrial resources in traditional villages are nothing more than agriculture and handicrafts. However, due to the impact of mechanized work mode, these two industrial resources no longer have industry advantages. Workers need to rely on traditional village buildings to upgrade the agricultural industry, such as the combination of tea culture and traditional village buildings, and the innovative development of handicrafts and traditional village buildings. Tea culture can hold tea tasting activities and art exhibitions, and handicrafts include woven fabrics, local specialties and so on. These distinctive village cultures can be integrated with traditional village buildings, so as to achieve common progress and mutual development. The development of emerging industries mainly caters to the changes of the current market economy. While developing the rural economy, it uses the characteristics of traditional village buildings to develop surrounding industries, including housing improvement, rural film and television bases, and rural practical aesthetic experience space ^[4].

Conclusion

To sum up, on the issue of the protection of traditional village buildings, the traditional working methods tend to be static, that is, they are left alone, only protected and restricted, and not used. This method can only play the role of inheriting historical and cultural information, but it cannot publicize this historical and cultural information. As time goes by, people pay less and less attention to traditional village buildings, and the significance of traditional village buildings no longer exists. Thus, the protection and reuse of traditional village buildings are facing a transformation, and the staff need to give full play to the characteristics of traditional village buildings, constantly update the development model, and explore the working methods from four angles: human needs, cultural live transmission, active utilization of buildings and active economic development.

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