

Cultural Inheritance and Digital Protection of Ancient Villages in Chizhou Area from the Perspective of Rural Revitalization

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Abstract: Chizhou has a long history and profound cultural heritage, with many ancient villages listed in the protection list of "Chinese Traditional Villages". Inheriting ancient village culture is an important mission of safeguarding ethnic group memory and historical roots. It not only enables future generations to trace back the past and deeply understand the essence and charm of traditional culture, but also injects unique cultural soul into the countryside in the process of modernization, promotes cultural diversity and social harmony, and provides inexhaustible spiritual power and cultural support for rural revitalization. It is an indispensable cultural resource in the strategy of rural revitalization. However, with the acceleration of the modernization process, ancient villages are faced with problems such as cultural inheritance fault, lack of protection funds, and insufficient activation and utilization. In order to promote the rural revitalization of Chizhou area and protect the ancient village culture, it is particularly important to explore its cultural inheritance and digital protection strategies. By analyzing the cultural value and inheritance status of ancient villages in Chizhou area and combining with digital technology, this paper puts forward a series of practical protection and inheritance strategies. Through the implementation of relevant strategies, it can effectively inherit and protect the ancient village culture in Chizhou area, inject strong cultural impetus and economic vitality into the rural revitalization, and contribute to the rural revitalization and ethnic group revitalization.

1. Introduction

As an important carrier of Chinese traditional culture, ancient villages carry rich historical memory, folk customs and architectural art, and are indispensable cultural resources for rural revitalization. Chizhou region, with its unique geographical environment and rich historical and cultural resources, has given birth to many ancient villages with regional characteristics. However, under the impact of modernization and urbanization, ancient villages are faced with unprecedented

challenges: the outflow of population leads to the hollowing out of villages, traditional buildings are seriously damaged due to disrepair, and folk culture gradually fades or even disappears... How to effectively inherit and protect these precious ancient village cultures under the vision of rural revitalization has become an urgent problem to be solved.

2. Overview of Ancient Villages in Chizhou Area

2.1. Overview of Ancient Village

Chizhou area is located in the south of Anhui Province, has a long history, profound cultural deposits, ancient villages scattered. Up to now, a number of ancient villages in Chizhou area have been included in the national and provincial protection lists. Among them, 27 ancient villages have been included in the protection list of "Chinese Traditional villages" and 25 ancient villages have been included in the protection list of "Provincial traditional villages". These ancient villages are widely distributed in various districts and counties of Chizhou city, such as Guichi District, Dongzhi County, Shitai County, etc. Each district and county has its unique ancient village style and cultural characteristics. Most of the ancient villages in Chizhou area have a history of hundreds or even thousands of years, and they have witnessed the historical changes and cultural development of Chizhou and even Anhui. These ancient villages not only retain a large number of ancient buildings, such as ancient houses, ancestral halls, ancient Bridges, etc., but also contain rich folk culture, traditional customs and folk crafts. These cultural heritages are an important part of the cultural diversity of Chizhou region and even the Chinese nation, and have extremely high historical and cultural value.

2.2. Cultural Characteristics of Ancient Villages

The ancient villages in Chizhou area are dominated by Hui-style architecture, with white walls and black tiles, horse head walls and small green tiles as the main elements, exquisite layout and excellent craftsmanship, which not only show high artistic value, but also coexist harmoniously with the surrounding natural environment, reflecting the philosophy of "harmony between heaven and man". In ancient villages such as Shimen Ancient Village and Zhuhujiang Village, you can see a large number of well-preserved ancient Hui-style buildings, which have witnessed the rise and fall of the village and also carried the wisdom and sweat of our ancestors.

Most of the ancient villages in Chizhou area have a history of hundreds or even thousands of years, and a large number of historical relics and cultural heritage have been preserved in these villages. As a cultural relic protection unit in Anhui Province, the Gao Clan Temple in Shimen Ancient Village is an important window to understand the local history and culture, and its architectural style and artistic characteristics reflect the features of different times. The village retains a rich folk culture, including traditional festival celebrations, folk art performances, exquisite handicrafts, such as Nuo Opera, folk songs, paper cutting, etc. These activities reflect the production and life customs and spiritual pursuits of local people, and also show the unique cultural charm of Chizhou to the outside world. The buildings and cultural relics in these ancient villages, as faithful record of history, have witnessed the rise and fall of the village, provided precious historical data and research basis for the later generations, and carried the wisdom and hard work of the ancestors, becoming valuable wealth for future generations to learn and inherit. With the vigorous development of tourism, the ancient villages in Chizhou attract many tourists with their unique natural scenery and cultural heritage, which not only drives the prosperity of the local economy, but also promotes the wide spread and in-depth communication of culture.

3. The Role and Significance of Ancient Village Culture Inheritance to Rural Revitalization

Ancient village culture is not only the treasure of rural culture, carrying rich historical information and cultural connotation, but also through inheritance and promotion, significantly enhance the villagers' cultural self-confidence and sense of belonging, and stimulate their enthusiasm and creativity to participate in rural revitalization. This enhancement of cultural self-confidence has consolidated people's hearts and formed a powerful force to promote rural development. At the same time, the unique charm of ancient village culture attracts tourists, promotes the prosperity of rural tourism, injects new vitality into rural economy, gives birth to diversified cultural products, and broadens the channels for farmers to increase their income [1]. The inheritance of ancient village culture not only enriches the connotation of rural culture, integrates elements such as history, folk custom and art into rural life, but also improves the quality and taste of rural culture and shapes a unique brand of rural culture. More importantly, this process promotes the civilization and progress of rural society and the improvement of governance level, enhances the cultural literacy and social responsibility of villagers, and promotes the harmony, stability and development of the countryside. The cultural inheritance of ancient villages has realized the protection and inheritance of excellent traditional culture, extended the precious historical heritage, and left rich and valuable resources for the promotion of Chinese national culture and the cultural heritage of later generations.

4. Status Quo of Cultural Inheritance of Ancient Villages in Chizhou Area

4.1. Inheritance Effect

In recent years, Chizhou area has made some achievements in the inheritance of ancient village culture. On the one hand, the Chizhou government attaches great importance to the protection of ancient villages and regards them as an important part of rural revitalization and cultural inheritance. The Chizhou government has strengthened the protection of ancient villages, and promoted the restoration and protection of ancient villages by formulating relevant policies and investing funds. On the other hand, all sectors of society have also actively responded to the call of the government and have participated in the ranks of the cultural inheritance of ancient villages. Various cultural institutions, academic groups, civil organizations and public-spirited individuals have injected new vitality into the inheritance and development of ancient village culture by holding colorful cultural activities, conducting in-depth academic research, and conducting extensive publicity and promotion. These activities not only let more people understand the historical and cultural value of ancient villages, enhance the public's awareness of cultural heritage protection, but also promote the living inheritance and innovative development of ancient village culture.

4.2. There Are Problems

At present, the cultural inheritance of ancient villages in Chizhou area still faces many problems: first, the lack of inheritance subjects. With the acceleration of the modernization process and the widening of the gap between urban and rural areas, a large number of young and middle-aged labor force choose to go out for work or move to cities, resulting in a sharp decrease in the number of subjects who can undertake the responsibility of cultural inheritance in ancient villages. This "hollowing out" phenomenon not only weakens the cultural vitality of ancient villages, but also directly leads to the loss of many intangible cultural heritages due to the lack of successors, and valuable skills, customs and memories are quietly disappearing in the long river of history. The second is a lack of funds. The protection of ancient villages involves the restoration of ancient

buildings, environmental remediation, cultural inheritance and other aspects, each of which requires a large amount of capital investment. However, the current funding sources for protection are limited, and it is often difficult to meet the huge funding needs, resulting in many necessary protection measures difficult to implement or greatly reduced the effect. The shortage of funds not only restricts the restoration and improvement of the physical space of ancient villages, but also restricts their potential release in cultural inheritance and tourism development. Third, insufficient utilization of activation. Although some ancient villages have rich cultural heritage and unique cultural landscape, due to the lack of scientific and reasonable activation and utilization planning, these resources are often idle or inefficient use, unable to fully demonstrate their unique cultural values and social functions. Extreme practices of over-commercialization or over-protection also occur from time to time, which not only destroys the original style and cultural atmosphere of ancient villages, but also fails to achieve sustainable development.

5. Cultural Inheritance and Digital Protection Strategies of Ancient Villages in Chizhou Area from the Perspective of Rural Revitalization

5.1. Strengthening the Guiding Role of the Government

The government should give full play to its guiding role in the cultural inheritance and digital protection of ancient villages. In-depth investigation, fully understand the cultural connotation, historical value and current situation of ancient villages, and based on this, formulate a set of practical and forward-looking protection planning. The plan should clarify the goals, tasks, timetables and road maps of protection, and ensure that protection work is rule-based and advanced in an orderly manner. At the same time, the planning should also pay attention to the connection with the local economic and social development planning, so as to achieve a win-win situation between cultural heritage protection and economic and social development [2]. Increasing financial input is the key to ensure the smooth progress of protection work. The government should set up special funds to support the restoration of ancient villages, digital protection, cultural inheritance and other work. At the same time, the government should also actively expand the source of funds, encourage social capital to participate in the protection of ancient villages, and form a diversified investment mechanism [3]. In terms of the use of funds, the government should establish a strict regulatory system to ensure that the use of funds is transparent, efficient and compliant. The government should also actively play its leading role in digital protection. By promoting the application and innovation of digital technology, the government can help record, preserve, disseminate and display the cultural heritage of ancient villages [4]. For example, the government can support the establishment of a digital platform for the cultural heritage of ancient villages, so that the digital achievements can be shared with the public. Research institutions and enterprises can be encouraged to carry out research and development and application of digital protection technologies; It can also strengthen cooperation and exchanges with the international community to jointly promote the digital protection of ancient village cultural heritage.

5.2. Deepening the Application of Digital Technologies

(1) Build a comprehensive digital archive

In order to protect and inherit the precious cultural heritage of ancient villages in Chizhou area comprehensively and systematically, it is necessary to establish a comprehensive digital archive system integrating architecture, culture and history. This system is not only limited to the scanning and three-dimensional modeling of the exterior of the building, but also goes deeper into the detailed description of the internal structure of the building to ensure that every detail can be

accurately restored. At the same time, it should be realized that intangible cultural heritage is equally important and fragile, so intangible cultural content such as traditional handicraft production process, folk activity site, oral history should also be included in the scope of digital recording. Through high-definition photography, audio recording, digital editing and other technical means, we strive to preserve these precious cultural memories in the form of digital forever.

(2) Develop intelligent navigation system

In order to further enhance the tourist experience of ancient villages in Chizhou area, an intelligent tour system can be developed using advanced technologies such as the Internet of Things, big data and artificial intelligence. The system takes tourists as the center and provides personalized and intelligent tour services. Tourists can easily obtain detailed maps, scenic spot introductions, cultural explanations and other information of ancient villages through mobile phone apps or smart wearable devices [5]. The system will intelligently recommend the most suitable tour route according to the tourists' interests and preferences, visiting time and other factors to ensure that tourists can fully appreciate the charm of ancient villages.

In addition, the intelligent navigation system also has powerful interactive functions. Visitors can participate in interactive questions and answers, virtual treasure hunting and other interesting activities through the system to increase the fun and participation of the tour. At the same time, the system will continue to optimize the content and quality of services based on tourists' behavioral data and feedback. For example, by analyzing the visitor's stay time and interest points, the system can automatically adjust the level of detail and precision of the explanation content; By collecting feedback from visitors, the system can identify and improve service inadequacies in a timely manner. This data-driven service optimization mechanism will ensure that the intelligent navigation system always maintains an efficient, accurate and intimate service state.

(3) Develop digital creative products

Researchers conduct comprehensive and in-depth research on the folk culture of ancient villages, sorting out their unique cultural elements, such as traditional crafts, folk stories, festival celebrations, local operas, folk costumes, and more. They also uncover the stories and legends behind each cultural element, which are often rich in emotional color and profound cultural connotations, and are key to attracting users [6]. By utilizing augmented reality (AR) and virtual reality (VR) technologies, interactive digital products such as online games, virtual Tours, and digital workshops can be designed to provide users with an immersive cultural experience (Table 1).

Table 1: Transformation table of folk culture elements and digital creative products

Folk culture element	Digital creative products	Product effect
Traditional handicraft	Interactive digital experience workshop	Through AR/VR technology, users can learn and "make" traditional handicrafts in a virtual environment and experience the charm of traditional crafts.
Folk tales and legends	Immersive story APP/VR experience	By adapting the folk stories of ancient villages into interactive narrative content, users can explore the story world in the APP or wear VR devices, and feel the depth of traditional culture.
Traditional festival celebration	Digital festival calendar and interactive games	Develop an APP that integrates calendar, knowledge introduction, and interactive games, so that users can understand the origin and customs of ancient village festivals, participate in online celebrations, and enhance cultural identity.
Local opera and music	Digital opera music library and online classroom	Collect and sort out opera and music resources of ancient villages, establish digital libraries, and offer online courses to teach users to appreciate and learn local opera and music, and inherit intangible cultural heritage.
Folk clothing and accessories	Digital fitting rooms and custom services	Using AR technology, develop a digital fitting room, so that users can virtually try on the traditional clothing and accessories of ancient villages, while providing customized services to meet personalized needs.

Using digital technology, visitors can feel their unique folk culture more directly. For example, Love Dunhuang, a digital creative product based on the Dunhuang Mogao Grottoes, uses digital micro films to show the magnificent landscape and rich culture of the Dunhuang Mogao Grottoes through artistic techniques (Figure 1) [7].



Figure 1: Micro film Love Dunhuang

(4) Promote digital education and training

To build a digital education base for ancient village culture, this innovative platform can not only enrich the diversity of educational resources, but also open a window to ancient wisdom for the public, especially teenagers, through online courses and highly immersive virtual classes. Using cutting-edge technologies such as high-definition video, 3D modeling and virtual reality, learners can vividly present the long history, unique architecture, exquisite handicraft and rich folk activities of ancient villages, so that these precious cultural heritages can cross the boundaries of time and space and be integrated into modern classrooms in a fresh and intuitive form. This initiative not only effectively inspires the young generation's strong interest and deep love for traditional culture, but also builds a bridge connecting the past and the future for them, so that the ancient cultural wisdom can take root in the hearts of the young generation and radiate new vitality.

5.3. Promoting the Activation and Utilization of Ancient Villages

(1) Develop the cultural tourism industry

Relying on the long history and unique cultural heritage of ancient villages, such as ancient buildings, traditional handicrafts, folk festivals, etc., a series of cultural festival activities will be held, such as ancient village culture festival, handicraft exhibition, folk performance, etc., so that tourists can deeply experience the cultural charm of ancient villages in the participation. By creating a number of characteristic homestays that integrate local cultural elements, such as the traditional courtyard transformed inn, handicraft themed homestays, etc., to provide tourists with an immersive living experience. In addition, the organization actively develops cultural and creative products, such as handicrafts, local specialty foods, and cultural derivatives, not only to enrich the tourist souvenir market but also to promote the transmission and inheritance of local culture [8-9]. At the same time, we should pay attention to the sustainable development of cultural tourism and avoid the destruction of ancient villages caused by excessive commercialization.

(2) Promote the upgrading of rural industries

In response to the new needs of rural economic development, we will actively promote the transformation and upgrading of rural industries to diversified and high value-added directions. On the one hand, villagers are encouraged to take advantage of local natural resources to develop ecological agriculture, such as organic planting and ecological breeding, and increase villagers'

income by improving the quality and market competitiveness of agricultural products. On the other hand, the tourism board relies on the rich tourism resources of ancient villages to vigorously develop rural tourism services, including catering, accommodation, tour guide services, and more, to provide tourists with a comprehensive tourism service experience. In this process, the cultural elements of ancient villages will be deeply integrated into the industrial development, such as the combination of traditional crafts and modern design, and the development of tourism commodities with local characteristics; Local dishes are incorporated into the catering service, allowing tourists to experience the local culture while tasting the food. Through this series of measures, we will gradually build an industrial brand with local characteristics and promote the sustainable and healthy development of rural economy.

(3) Strengthen community participation, joint contribution and sharing

The local authorities actively establish and improve the participation mechanism of ancient village communities, encouraging villagers to become the main force in the inheritance and protection of ancient village culture. Organizations such as the Ancient Village Protection Association have been established to provide participation platforms for villagers and guide them to participate in the daily maintenance, cultural inheritance, tourism development and other aspects of ancient villages [10]. At the same time, through holding cultural festivals, carrying out cultural education and training, the villagers' cultural self-confidence and sense of belonging are enhanced, so that they can cherish and care for their homes more. At the same time, we pay attention to the co-construction and sharing of the achievements of ancient village protection to ensure that villagers benefit from the protection, such as through the distribution of tourism income and the provision of employment opportunities, so that villagers can truly feel the benefits brought by the protection of ancient villages. This virtuous cycle of development mode not only promotes the protection and development of ancient villages, but also further enhances the cohesion and centripetal force of villagers.

6. Conclusion

The cultural inheritance and digital protection of ancient villages in Chizhou area is a long-term and arduous task under the perspective of rural revitalization. Through strengthening the guiding role of the government, deepening the application of digital technology, and promoting the activation and utilization of ancient villages, the inheritance and protection of ancient village culture in Chizhou can be effectively promoted. In the future, we should continue to explore and innovate new models and new paths for the protection of ancient villages, so that the ancient cultural heritage can glow with new vitality and vitality in the process of modernization, and contribute to the revitalization of the countryside and the revitalization of the nation.

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