



RESEARCH ARTICLE

Sustainable Development of Traditional Villages Cultural Landscape Driven by Red Tourism: A Case Study of Wangping Village in Sichuan Province

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ABSTRACT

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Red tourism is an important resource for the transformation and development of traditional villages in old revolutionary base areas, and it promotes the integration and reconstruction of the cultural landscape of traditional villages. Taking Wangping Village in Sichuan Province as an example, this paper adopts a mixed method research design combining qualitative and quantitative methods. By sorting out the logical correlation between sustainable development theory and the reconstruction of traditional village cultural landscape, this paper conducts an empirical study on the sustainable development model of Wangping Village cultural landscape and the impact perception of villagers. It was found that the cultural landscape of Wangping Village had been significantly reconstructed under the drive of red tourism. In Wangping Village, the resident's perception of the impact on the protection and development of the village cultural landscape is mainly positive, and they support the continuous promotion of the protection and development of the village cultural landscape. The empirical research on the sustainable development model of traditional village cultural landscape driven by red tourism and residents' impact perception aims to enrich the research on the theoretical system of sustainable development of traditional villages, which has certain theoretical value and practical significance for the protection and development of traditional villages.

1. INTRODUCTION

With the promotion of rural revitalization and new-type urbanization, China's traditional villages have ushered in new opportunities for transformation and development, and rural tourism is becoming an important mode to promote the sustainable development of traditional villages (Yuan et al., 2023). As an important way of sustainable rural development, rural tourism has brought more advantageous resources such as capital, technology and policies to the development of rural areas, and promoted the optimization of the rural industrial chain (Geng & Zhang, 2023). Rural tourism plays an important role in the protection and development of traditional village cultural landscape, and red tourism is a special form of tourism in China by integrating red culture with tourism and vigorously promoting patriotic education and revolutionary traditional spirit (Liu et al., 2023).

This study takes the sustainable development theory as the research framework and selects Wangping Village in Sichuan Province as the case to analyze the construction and sustainable development model of the traditional village cultural landscape driven by red tourism. It has certain significance to enrich the application of sustainable development theory in the protection and development of traditional villages.

The purpose of this study is to build a sustainable development model of traditional village cultural landscape driven by red tourism. Its research objectives include the analysis of the sustainable

development model of Wangping Village's cultural landscape and the investigation of residents' impact perception. The research questions of this study include the following two aspects. First, how can the sustainable development of the traditional village cultural landscape in Wangping Village be realized? Second, what impact has the protection and development of the traditional village cultural landscape in Wangping Village brought to the villagers?

2. LITERATURE REVIEW

Current studies on tourism-driven rural sustainable development mainly focus on the evolution characteristics (Yang et al., 2020; Zhu et al., 2024), cultural space evolution (Hu & Xie, 2022; Zhou et al., 2021), human settlement environment transformation (Chen et al., 2022; Yan et al., 2019), farmers' livelihood transformation and cultural adaptation (Li et al., 2023; Liu & Sun, 2019) and development strategies (Wen et al., 2022; Wu & Pan, 2023), but empirical studies on rural sustainable development models are relatively lacking. Through the empirical analysis of rural sustainable development mode driven by tourism, it can provide a planning reference for rural transformation and development in the new era.

Traditional villages, known as the "memory of the nation", are an important part of China's excellent traditional culture and a microcosm of China's farming civilization and local culture (Hu et al., 2014). They are a living cultural heritage settlement with both the overlapping functions of community and scenic spot (Liu, 2015). In the current era of rapid social and economic development, the process of urbanization is accelerating, and the protection and development of traditional villages are faced with the destruction of "constructive", "exploitative" and "tourist", and their development status is related to the successful promotion of rural transformation and development. At present, Chinese scholars' views on the protection and development of traditional villages focus on the protection system (Gao & Wang, 2023; Kuai, 2016), tourism value (Liu et al., 2022; Zhang et al., 2023), spatial form and planning (Lin et al., 2023; Zhang et al., 2019), sustainable development evaluation (Huang et al., 2021; Kang et al., 2023), protection and development strategy (Xu, 2017; Zhao et al., 2023) and other directions. Most of the research are on the material level of traditional villages, and few scholars conduct research driven by the cultural level. Therefore, based on the research on the sustainable development of traditional village cultural landscape driven by tourism, the impact of tourism development on traditional village cultural landscape can be clarified. It is expected that the overall protection and sustainable development of Chinese traditional villages can be better promoted.

Red tourism refers to the memorial sites and markers formed by the people under the leadership of the Communist Party of China in the revolution and construction period as the carrier, with the revolutionary history, revolutionary deeds and revolutionary spirit as the connotation, the organization of receiving tourists to carry out memorial learning, visit and tour thematic tourism activities (Xie & Du, 2023). In recent years, Chinese scholars' research on red tourism mainly focuses on the spatial distribution of red tourism resources (Ding & Tu Deng, 2023; Zhou et al., 2023), red tourism motivation (Gu & Wu, 2021; Kang & Bai, 2023), and the development of red tourism scenic spots (Lai, 2022; Lei & Yang, 2021) and the development of red tourism resources (Cui & Cui, 2022; Huang & Song, 2013). Some scholars have also studied the integrated development of red tourism and rural tourism (Yang et al., 2020; Zhu et al., 2023), but there are still few studies on traditional villages.

To sum up, the current research on the protection and development of traditional villages driven by red tourism is relatively lacking, which will become a sustainable development direction for traditional villages in the new era, which will also bring new opportunities for traditional villages rich in red cultural resources. From the perspective of red tourism, this study will conduct an empirical study on the sustainable development of red culture-type traditional village cultural landscape.

3. THEORETICAL BACKGROUND

3.1. Sustainable development theory

In 1987, the United Nations Commission on World and Environment Development published the study "Our Common Future", which formally put forward the concept of sustainable development: it means to meet the needs of the present generation without damaging the ability of future generations

to meet the needs (Du, 2021). After the 21st century, the international theory of sustainable development has been continuously improved, which can be summarized as two basic elements of "need" and "limitation" of demand (Wang & Sun, 2021), with equity, sustainability and commonality as the basic principles. And the sustainable development of economy, ecology and society is the main content (Yan, 2022). The final goal of sustainable development theory is to achieve common, coordinated, fair, efficient and multi-dimensional development (Ge & Zhang, 2020).

Rural areas, as a combination of economy, ecology, society, culture, production and life (Geng, 2020), it is necessary to study the construction and development mode of its cultural landscape driven by tourism with the help of sustainable development theory. Traditional villages are typical representatives of excellent traditional culture in rural areas, with multiple value characteristics, and are the places and spiritual sustenance on which villagers rely for survival. Promoting their sustainable development is conducive to the revitalization of villages and the enhancement of villagers' cultural self-confidence.

3.2. Traditional village cultural landscape

Traditional village cultural landscape refers to the cultural landscape nurtured in traditional villages, which is a work jointly completed by the interaction of humans and nature (Jing, 2020). Traditional village cultural landscape includes material cultural landscape and intangible cultural landscape. Material cultural landscape mainly refers to the content and form of human society's expression based on the natural landscape (Du, 2021), which mainly includes the natural environment, village site selection, village spatial form, traditional architecture, public space nodes, agricultural production and historical sites and relics. Intangible cultural landscape mainly includes spiritual belief, traditional music, traditional skills, traditional festival ceremonies, folk literature, traditional food culture and other landscapes (Guo et al., 2022).

The protection and development of traditional villages is the protection and development of the cultural landscape of traditional villages, and it is necessary to protect and develop both material and intangible cultural landscapes, to realize the integrity, authenticity and continuity of traditional villages (Zhu & Zhang, 2023).

3.3. Logical correlation between sustainable development theory and traditional village cultural landscape

The theory of sustainable development is an important theoretical basis for the sustainable development of traditional villages. In the process of protecting and developing the cultural landscape of traditional villages, it is necessary to adhere to the organic combination of material civilization and spiritual civilization, and comprehensively implement the sustainable development concept in the new era (Liu, 2018). To integrate sustainable development theory into the protection and development of traditional villages, it is necessary to promote the coordinated development of traditional villages at the economic, ecological and social levels, to truly realize the creative transformation and innovative development of the cultural landscape of traditional villages (Dan et al., 2022) (Figure 1).

By exploring traditional buildings, historical sites, traditional agriculture, folk culture and other landscape elements of traditional villages, vigorously developing rural tourism and breeding industry can increase villagers' income and promote the economic sustainable development of villages. By protecting the natural landscape of traditional villages, traditional residential buildings and the node landscape of public space, the living environment conditions of villagers are improved, and the ecological sustainable development of villages is realized (Feng et al., 2023). Through the protection and development of the intangible cultural landscape of villages and the promotion of local excellent traditional culture, the modern governance system and governance capacity building of villages can be strengthened (Tang & Xu, 2022), and the social sustainable development of villages can be realized. The economic, ecological and cultural sustainable development system of the traditional village cultural landscape has promoted the overall protection and sustainable development of traditional villages, and will further promote the transformation and development of villages (Li et al., 2022).

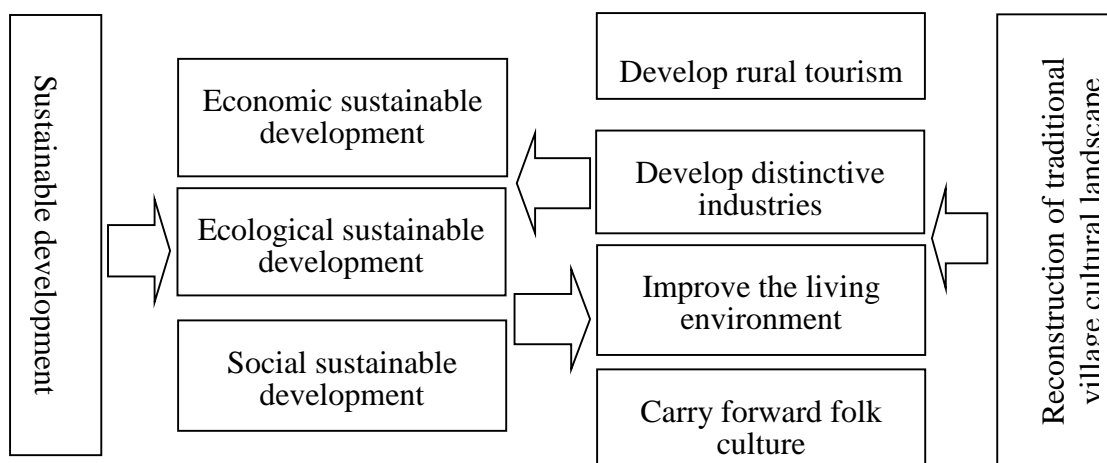


Figure 1: Correlation between sustainable development and reconstruction of traditional village cultural landscape

Note. From the researcher.

Red cultural resource-based traditional villages are traditional villages with rich red culture. Improving and transforming the cultural landscape of traditional villages through red tourism is an important measure to realize the sustainable development of traditional villages (Fu & Fu, 2021). Sustainable development integrates tourism elements into the reconstruction process of the material and intangible cultural landscape of traditional villages through the above functions. The following will take Wangping Village in Sichuan Province as a case study to empirically analyze the sustainable development model of the traditional village cultural landscape driven by red tourism and its impact perception by villagers.

4. METHODS

4.1. Research area

Wangping Village is located in the southwest of Shaxi Town, Tongjiang County, Sichuan Province. It is connected to the outside world by Jihong Road and Hongshuo Road (Figure 2). It is 4 kilometres away from Wangping Interchange Hub of Zhenguang Expressway and 20 kilometres away from Tongjiang County. The village covers an area of 4.5 square kilometres and has a total population of 1720. The layout of the village as a whole is in a group type, mainly in the mountains, the high terrain southeast, and northwest low. The highest point is located in Dachengzhai, with an average elevation of 930 meters. Founded in the late Ming and early Qing Dynasties, the village has 17 traditional buildings and was selected as the third batch of traditional villages in Sichuan Province in 2017 (Official website of Sichuan Provincial Housing and Urban-Rural Development Department, 2017). In 2011, the construction of Wangping New Village was completed, covering an area of 200 mu.

The village is also a village with a rich history of the Red Revolution, known as the "first village of the Chinese Red Army", has been built into the Sichuan-Shaanxi Soviet District Wangping Tourist Attraction (4A level), is a national patriotic education base, one of the 12 key red tourism areas and 30 tourist routes. The scenic spot is composed of the Sichuan-Shaanxi Revolutionary base of the Red Army Martyrs Cemetery, the Red Fourth Front Army General Hospital site group, Dachengzhai and Wangping New Village, a total of 27 tourist attractions. In the village, there is 1 national key cultural relic protection unit, 2 provincial cultural relic protection units, and 1 national key martyr memorial building. The village was selected as the first batch of "Red Beautiful Villages", the first batch of "Tianfu Tourism Famous Villages", and the key village of rural tourism in Sichuan Province, and was named as "2019 Demonstration Village for the Implementation of the Rural Revitalization Strategy in Sichuan Province".

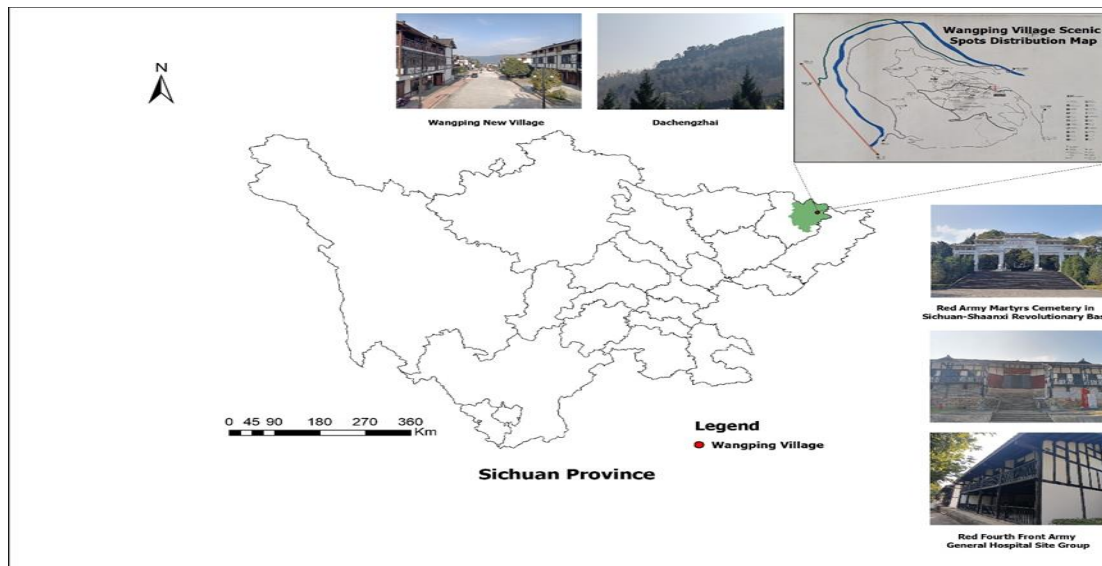


Figure 2: Location map of Wangping village

Note. From the researcher.

Since 2011, Wangping Village has combined red cultural resources with traditional architecture and characteristic agriculture to form a unique protection and development model of red touristic traditional villages. Wangping Village is chosen as the case site mainly for the following reasons. First, Wangping Village is currently mainly focused on the development of red tourism resources, which is a typical case of transforming from traditional agriculture to rural tourism. Second, Wangping Village belongs to the old revolutionary area, far away from the urban area, less affected by urbanization development, and the commercial atmosphere in the village is not strong. Third, the residents of Wangping Village are basically original residents. In the development process of the village, foreign investment enterprises have been introduced, and the cultural landscape of the traditional village has been well protected and developed, and there is plenty of room for improvement.

To sum up, Wangping Village, in the process of rural revitalization and development, relies on the development and protection of red tourism resources to realize the reconstruction of the traditional village cultural landscape, which is a suitable case to discuss the sustainable development of traditional village cultural landscape driven by red tourism.

4.2. Research design

This study mainly adopts a mixed research method combining qualitative and quantitative data, respectively collecting and analyzing qualitative data and quantitative data, and then integrating, interpreting and applying the analysis results (Tian, 2007).

The application of qualitative research methods is helpful for the collection, understanding and analysis of field investigation and secondary data. The quantitative research method can be used to conduct a questionnaire survey on the villagers' influence perception, and the data can be summarized through descriptive analysis. To study the sustainable development model and impact perception of the traditional village cultural landscape, it is necessary to adopt mixed research methods to collect and analyze data.

4.3. Research tools

To obtain the current status data of the village's economic, ecological and social sustainable development, this study uses electronic devices such as cameras and recording pens to conduct systematic field surveys of the villages in the case sites against the list of traditional village survey data. And through the Tongjiang County People's Government Official Website and relevant WeChat public account network search, as well as the village cadres to obtain the relevant secondary data.

To obtain the data on villagers' perception of the impact on the protection and development of the village cultural landscape, this study adopted the method of an on-site questionnaire for local

villagers. The questionnaire was designed using a 5-point Likert scale, which mainly included villagers' basic information, social and cultural impact perception (20 items), economic impact perception (20 items), environmental impact perception (10 items), and attitude and satisfaction with cultural landscape protection and development (3 items) (Appendix 1).

In this study, Cronbach's alpha method was used to test the reliability of the questionnaire scale, and the results showed that the overall questionnaire reliability was greater than 0.7, indicating high reliability (Table 1). This study used the Bartlett sphere test function of SPSS23 software to analyze the validity of the questionnaire, and the results showed that the Bartlett sphere test $P=0.00 < 0.5$, indicating that it had good validity (Table 2).

Table 1: Results of scale reliability test

Serial Number	Subscale Test Content	Reliability Coefficient (Cronbach-Alpha)
1	Social and cultural impact perception	0.732
2	Economic impact perception	0.657
3	Environmental impact perception	0.741
4	Attitude and satisfaction	0.690
5	Overall questionnaire	0.780

Table 2: Results of scale validity test

Factor Analysis	Correlation Statistical Test	Test Result
Bartlett sphericity test	Approximate chi-square	8149.228
	Degree of freedom	1378
	Significance	0.000

4.4 Data collection

The data collection methods in this study mainly include the method of participatory observation, questionnaire survey and secondary data. Data collection for this study was conducted intensively from October 2023 to February 2024.

The participative observation method was used to conduct field research on the cultural landscape of Wangping Village, and the first-hand original data were collected using picture collection, written records and participation in village activities.

A questionnaire survey method was adopted to collect the villagers' perception of social culture, economy and environmental impacts brought about by the protection and development of the village cultural landscape, as well as their attitude and satisfaction. In the questionnaire survey, to avoid duplicate samples caused by family factors, the household was taken as the unit. Considering that the influence perception required certain experience and knowledge, one adult (over 18 years old) was randomly selected from each family to conduct a questionnaire survey after obtaining the consent of family members and ensuring data privacy (Song, 2016).

At the same time, the secondary data method was used to collect the basic overview and development process of the case site, mainly from the official website of Tongjiang County People's Government and the WeChat public account of "Red Wangping of Sichuan-Shaanxi Soviet District". And through the village cadres to obtain the traditional village declaration, genealogy and other materials.

4.5. Data analysis

The data analysis methods in this study are content analysis and descriptive analysis. Content analysis is a method to analyze and interpret various forms of data information such as written documents or documents, web texts and pictures (Krippendorff, 2022). This study uses the content

analysis method to identify and analyze the collected qualitative data, summarizes the development status and components of the cultural landscape of Wangping Village, and then analyzes the sustainable development model of the cultural landscape of the village.

Descriptive analysis refers to the basic statistical analysis used to quantitatively describe data by using statistical measures such as frequency, effective percentage, mean, standard deviation, and so on for data visualization (Ewing & Park). In this study, SPSS23 statistical software was used for descriptive statistical analysis of the questionnaire survey data, including the statistical characteristics of the sample population and the average value of the villagers' influence perception, etc., and then the impact perception analysis of the sustainable development of Wangping Village cultural landscape was obtained. Finally, the qualitative data and quantitative data are compared, analyzed and integrated to form the data analysis results of this study.

5. ANALYSIS

5.1. Sustainable development model of Wangping village cultural landscape

5.1.1. The combination of red site landscape and agricultural production landscape to promote economic sustainable development

Wangping Village is a traditional village with rich red ruins, and the red tourism resources have been further protected and developed in recent years. The Cemetery of Red Army Martyrs in the Chuan-Shan Revolutionary Base Area was built in 1934 and underwent a comprehensive renovation in 2011. It is the only cemetery built by the Red Army for Red Army martyrs in the country, and it is also the largest cemetery of Red Army soldiers in the country. Wangping Tourist Attraction in the Chuan-Shan Soviet District was listed in the national 100 Red Tourism Classic Scenic Spots in 2004, and was approved as a national 4A-level tourist attraction in 2013. Wangping Village, with the martyrs' cemetery as the core and the former site group of the general hospital as the basis, has created a rural red tourism boutique route, which has driven villagers to develop tourism service industries such as 27 agritainment, 15 characteristic small commodity stores and some homestays, realizing the successful road of red tourism boosting rural revitalization.

Wangping Village also relies on the advantages of land resources, through the introduction of owners, transfer of land, and vigorously developing characteristic agriculture. At present, it has built a grain and oil base, tea industry demonstration base, Chinese herbal medicine base, Bashan red heart kiwi base and other characteristic serial industries, combining high-quality agricultural products with agricultural tourism, greatly increasing the income of villagers. In the process of transformation and development, Wangping Village further promoted the industrial integration of "red tourism industry + characteristic agriculture" and promoted the sustainable development of the village economy (Figure 3).



(a) Wangping Tourist Attraction Tourist Center. (b) Characteristic agricultural base.

Figure 3: Red cultural landscape and agricultural production landscape of Wangping Village

Note. From the researcher.

5.1.2. The combination of natural environment landscape and traditional architectural landscape to achieve ecological sustainable development

Wangping Village, with its back to the Dachengzhai and front to the Xiaokou River, is a typical traditional mountain village with abundant forest resources, water resources and natural environment landscape such as rare stones. The village has continuously strengthened the green planting of public areas and the protection of landscape resources, and has been rated as a green

demonstration village in Sichuan Province and a national ecological culture village. Wangping Village has 17 traditional buildings from the Ming and Qing dynasties, all of which are the former site group of the General Hospital of the Red Fourth Front Army. The buildings are arranged in a three-courtyard layout and are civil structures in northeast Sichuan with a construction area of more than 40,000 square meters. Wangping New Village was built in 2011, integrating the elements of "green, red and modern", and the village architecture as a whole is the style of folk houses in northeast Sichuan, with a total of 125 sets and more than 20,000 square meters. Wangping Village combines the protection and development of the natural environment landscape and traditional architectural landscape to realize the sustainable development of village ecology (Figure 4).

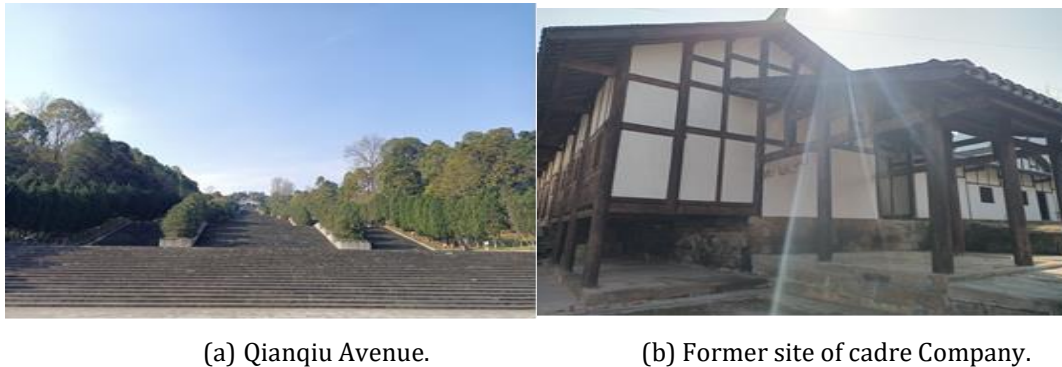


Figure 4: Natural environment landscape and traditional architectural landscape of Wangping village

Note. From the researcher.

5.1.3. The combination of red culture spirit and folk culture landscape to promote the social sustainable development

Wangping Village, as the former site of the general hospital of the Red Fourth Front Army and the location of the Red Army Martyrs' Cemetery in the Chuan-Shan revolutionary base, is a national patriotic education demonstration base, leaving a heavy red cultural spirit, red stories and red songs have been passed down to the present, and the villagers have adhered to the Red Army spirit of "wisdom and courage, innovation, unity and struggle, and cannot stop" for generations, which has become the village custom. The village is rich in folk cultural activities, and regularly organizes flag-raising ceremonies, red artistic performances, martyrs' memorial activities, and tomb-sweeping activities. The village has integrated the spirit of the Red Army into the village rules and conventions, and has been rated as a demonstration village of rural governance in Sichuan Province, a provincial four-good village, and a national civilized village. Wangping Village combines the spirit of red culture with rural governance, strengthens the patriotic education of the villagers, makes the red culture penetrate the daily life of the villagers, forms a good folk custom, and promotes the sustainable development of the village society (Figure 5).



Figure 5: Red culture spirit and folk culture landscape of Wangping Village

Note. From the researcher.

5.2. Analysis on the impact of sustainable development of Wangping village cultural landscape

5.2.1. Sample analysis

With the help of relevant village cadres in Wangping Village, this study distributed questionnaires to households. A total of 50 questionnaires were distributed, and 48 valid questionnaires were recovered, with an effective recovery rate of 96%.

The statistical results show that (Table 3), 52.1% of the respondents are male, 47.9% are female, and the proportion of men and women is almost the same. Among the age composition of the respondents, the 41-50 age group is the largest, accounting for 31.3%; 29.2% are over 60 years old, 22.9% are between 51 and 60 years old, 10.4% are between 31 and 40 years old, and the least is between 18 and 30 years old, accounting for 6.3%. Among the education level of the respondents, most of them are at or below the junior high school level, accounting for 87.5%. From the perspective of the annual household income of the respondents, 52.1% of the families have a yearly income of less than 100,000 yuan, 33.3% of the families have a yearly income of 10,000-20,000 yuan, and only 14.6% of the families have an annual income of more than 20,000 yuan. The demographic characteristics of the respondents obtained from the statistical results are in line with the characteristics of the residents of Wangping Village, which lays a scientific analysis foundation for the research on the impact of village cultural landscape perception.

Table 3: Demographic characteristics of the sample

Statistical item	Composition	Frequency	Effective Percentage (%)
Gender	Male	25	52.1
	Female	23	47.9
Age	18-30 years old	3	6.3
	31-40 years old	5	10.4
	41-50 years old	15	31.3
	51-60 years old	11	22.9
	Over 60 years old	14	29.2
Level of education	Elementary school and below	24	50
	Middle school	18	37.5
	High school	4	8.3
	Junior college and above	2	4.2
Annual household income	Less than 10,000 yuan	25	52.1
	10,000 to 20,000 yuan	16	33.3
	20001 to 30,000 yuan	3	6.3
	More than 30,000 yuan	4	8.3

5.2.2. Impact perception analysis

Among the 20 factors of sociocultural impact, questions 1-14 are about the positive sociocultural impact on the protection and development of traditional village cultural landscape, and questions 15-20 are about the negative sociocultural impact (Table 4). The survey results show that among the 14 factors that positively affect the perception, the respondents agree with all the question items ($3.5 \leq$ average ≤ 5). Among the six factors that negatively affect the perception, the respondents were opposed to all the question items ($1 \leq$ average < 2.5). Therefore, the social and cultural impact brought by the protection and development of the cultural landscape in Wangping Village is mainly positive.

Table 4: Descriptive statistical results of social and cultural impact perception

Question Item	Frequency (Number of People)					Descriptive Statistics	
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	Standard deviation
1. It is beneficial to excavate and carry forward the local traditional culture.	7	34	6	1	0	3.98	0.601
2. Deepen the villagers' understanding of local traditional culture.	8	31	9	0	0	3.98	0.601

3. It raises the local profile.	9	31	8	0	0	4.02	0.601
4. Improve the pride of the villagers.	8	25	13	1	1	3.79	0.824
5. The villagers' civility has improved.	6	24	17	0	1	3.71	0.771
6. Ideas have been updated and improved.	7	26	14	0	1	3.79	0.771
7. Enriching cultural and spiritual life.	7	29	12	0	0	3.90	0.627
8. Further recognized the value of traditional architecture.	7	27	13	0	1	3.81	0.762
9. Villagers are more united and help each other more.	7	27	12	1	1	3.79	0.798
10. More cooperation among villagers.	6	23	14	5	0	3.63	0.841
11. Improve the protection awareness and ability of villagers.	6	30	12	0	0	3.88	0.606
12. Villagers have more recreational activities.	11	21	13	3	0	3.83	0.859
13. Villagers' awareness of education has been enhanced.	10	26	12	0	0	3.96	0.683
14. Villagers attach importance to the protection of public facilities.	14	28	6	0	0	4.17	0.630
15. Security has deteriorated and social ills have increased.	1	3	2	35	7	2.08	0.794
16. More conflicts between villagers and tourists.	1	0	3	33	11	1.90	0.692
17. Villagers' behavior of "ripping off customers" has increased.	0	0	12	24	12	2.00	0.715
18. The attitude towards tourists is not as warm as before.	1	2	5	28	12	2.00	0.851
19. The neighborhood becomes cold.	1	0	8	29	10	2.02	0.758
20. The development of cultural resources in the village has become commercialized and vulgarized.	2	1	9	27	9	2.17	0.907

Among the 20 factors of economic impact, questions 1-17 are about the positive economic impact of the protection and development of traditional village cultural landscape, and questions 18-20 are about the negative economic impact (Table 5). The survey results show that among the 17 factors that positively affect perception, respondents agree with 6 items ($3.5 \leq \text{average} \leq 5$), are neutral with 9 items ($2.5 \leq \text{average} < 3.5$), and oppose with 2 items ($1 \leq \text{average} < 2.5$). Among the 3 factors that negatively affect the perception, the respondents were opposed to one item ($1 \leq \text{average} < 2.5$), and were neutral to two items ($2.5 \leq \text{average} < 3.5$). Therefore, the economic impact brought by the protection and development of Wangping village's cultural landscape is mainly positive.

Table 5: Descriptive statistical results of economic impact perception

Question Item	Frequency (Number of People)					Descriptive Statistics	
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	Standard deviation
1. Increase in annual household income.	2	28	16	2	0	3.63	0.640
2. Produce is easier to sell.	1	14	22	11	0	3.10	0.778

3. Make money by operating traditional village tourism projects.	1	6	32	8	1	2.96	0.683
4. Increased purchases of home appliances.	7	18	22	1	0	3.65	0.758
5. Improvement of housing conditions.	11	35	2	0	0	4.19	0.491
6. Stronger willingness to invest in traditional village tourism projects.	1	8	31	8	0	3.04	0.651
7. Increased government and business investment.	2	14	18	12	2	3.04	0.944
8. More places to eat and shop.	6	27	13	2	0	3.77	0.722
9. The cost of daily living has increased.	2	24	20	2	0	3.54	0.651
10. Rising land prices.	0	1	13	31	3	2.25	0.601
11. Increased employment opportunities.	0	21	17	7	3	3.17	0.907
12. The income of employees in traditional village tourism projects is higher than that of non-employees.	2	12	20	12	2	3.00	0.923
13. The return of migrant workers to their hometowns has increased.	1	1	20	23	3	2.46	0.743
14. Jobs are more relaxed about age.	0	12	23	11	2	2.94	0.810
15. Increased production of traditional handicrafts.	2	4	31	9	2	2.90	0.778
16. It is better to engage in traditional village tourism management than simply farming.	1	17	21	9	0	3.21	0.771
17. Change from a single farming economy.	4	29	14	1	0	3.75	0.636
18. The widening gap between the rich and poor.	0	8	26	12	2	2.83	0.753
19. Only some people profit.	0	10	30	3	5	2.94	0.836
20. Increasing disputes over economic interests.	0	4	20	18	6	2.46	0.824

Among the 10 factors of environmental impact, question items 1-4 are about the positive environmental impact of the protection and development of traditional village cultural landscape, and question items 5-10 are about the negative environmental impact (Table 6). The survey results show that the respondents agree with all the question items among the four factors that positively affect the perception ($3.5 \leq \text{average} \leq 5$). Among the six factors that negatively affect the perception, 5 respondents were opposed to the question items ($1 \leq \text{average} < 2.5$), and 1 was neutral ($2.5 \leq \text{average} < 3.5$). Therefore, the environmental impact brought by the protection and development of Wangping village's cultural landscape is mainly positive.

Table 6: Descriptive statistical results of environmental impact perception

Question Item	Frequency (Number of People)					Descriptive Statistics	
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	Standard deviation
1. The overall appearance of the village becomes beautiful.	14	33	1	0	0	4.27	0.494
2. Improved public infrastructure such as roads, water, electricity and sanitation.	13	34	1	0	0	4.25	0.484

3. The government has become more environmentally conscious.	12	32	4	0	0	4.17	0.559
4. Villagers are more aware of environmental protection.	13	32	3	0	0	4.21	0.544
5. It destroys the peaceful atmosphere of life.	0	1	16	28	3	2.31	0.624
6. More waste makes it more difficult to dispose of.	2	9	15	20	2	2.77	0.951
7. Worsening environmental pollution.	0	2	15	27	4	2.31	0.689
8. New tourist facilities have damaged the natural environment and landscape.	0	1	17	28	2	2.35	0.601
9. New tourist facilities destroy traditional architectural features.	1	4	10	29	4	2.35	0.838
10. The village cultural landscape becomes incongruous.	1	5	12	26	4	2.44	0.873

The descriptive statistical results of the three factors of attitude and satisfaction towards the protection and development of the village cultural landscape are as follows (Table 7). Item 1: "I am satisfied with the status quo of the protection and development of the cultural landscape in this village", the average value of this question item is 4.44. Item 2: "In conclusion, the advantages of protecting and developing cultural landscape outweigh the disadvantages", the average value of this question item is 4.73. Item 3, "I support the continued promotion of the protection and development of the village's cultural landscape", the average value of the question item was 4.85. The results show that the surveyed subjects are generally satisfied with the current situation of the protection and development of the village cultural landscape, all of them think that the beneficial impact is more than the adverse impact, and all of them support the continued promotion of the protection and development of the village cultural landscape.

Table 7: Descriptive statistical results of attitude and satisfaction

Question Item	Frequency (Number of People)					Descriptive Statistics	
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	Standard deviation
1. I am satisfied with the status quo of the protection and development of the cultural landscape in this village.	26	17	5	0	0	4.44	0.681
2. In conclusion, the advantages of protecting and developing the cultural landscape outweigh the disadvantages.	35	13	0	0	0	4.73	0.449
3. I support the continued promotion of the protection and development of the village's cultural landscape.	41	7	0	0	0	4.85	0.357

6. DISCUSSION

Based on the theory of sustainable development, this paper constructs an analytical framework of traditional village cultural landscape and sustainable development, and analyzes the sustainable development model of Wangping village cultural landscape driven by red tourism and its impact perception among villagers. The conclusions are as follows:

6.1. Sustainable development theory can be applied to the study of traditional Chinese villages

Domestic and foreign scholars have studied traditional villages from multiple perspectives, but few have systematically studied them from the perspective of sustainable development of the cultural landscape (Du, 2021). There is a certain logical correlation between sustainable development and the reconstruction of the traditional village cultural landscape, which is demonstrated in this study. Through the use of capital, technology, policy and other resources for protection and development, traditional villages promote the continuous activation of village tourism elements (Gao et al., 2020), promote the integrated development of tourism industry and other industrial chains, and make the economic development of villages sustainable. At the same time, it also drives the improvement of the village living environment and the development of rural governance (Zeng et al., 2020), and realizes the ecological and social sustainable development of villages. Therefore, using the theory of sustainable development to study traditional Chinese villages is of vital significance for solving the current difficulties faced by traditional villages and promoting rural revitalization.

6.2. Villager as the main part of the community participation model is the key to promote sustainable village development

As the builders, inheritors and beneficiaries of traditional villages, villagers are the main body of protection and development of traditional villages (Xia et al., 2021). The community participation model introduces the support of external elements to realize the diversified and collaborative governance of traditional villages based on guaranteeing the participation rights of villagers (Kong et al. 2019). In this study, Wangping Village built a four-in-one development model of "government + enterprise + cooperative + peasant household" with villagers as the main body, and realized the innovative development and creative transformation of traditional village culture. In the process of participating in village management, villagers' right to know and decision-making is guaranteed, and benefit sharing is realized (Arnstein, 2019). This will fully mobilize the enthusiasm of villagers to participate, and truly realize the active protection and sustainable development of traditional villages.

7. CONCLUSIONS

With the implementation of the rural revitalization strategy, tourism development has become the main way for the transformation and development of traditional villages, and the protection and development of traditional village cultural landscape driven by red tourism has a deeper red cultural heritage.

From the theoretical framework of sustainable development, this paper makes an in-depth analysis of the reconstruction of traditional village cultural landscape driven by red tourism, and analyzes the protection and development of cultural landscape from the perspectives of economic, ecological and social sustainable development, which makes an in-depth analysis of the successful practice of Wangping Village and provides references for the protection and development of traditional villages of the same type. It also provides certain theoretical support for the study of the transformation and development of traditional villages.

In addition, this study also conducted a questionnaire survey and analysis on the impact, attitude and satisfaction of the protection and development of traditional village cultural landscape from the perspective of residents' perception. This study confirmed that the protection and development of traditional village cultural landscape is beneficial to the overall protection and sustainable development of villages, which provides a reference for relevant departments to formulate policies on the protection and development of traditional villages. This will also bring a certain social impact, and further improve the villagers' cultural confidence and protection awareness.

This study only applies the theory of sustainable development to the study of the protection and development of traditional village cultural landscape, and the internal mechanism and development model of the reconstruction of the theory of sustainable development in village cultural landscape still needs to be further explored. Moreover, due to the shortage of research time and the fact that village residents have been working abroad for many years, there are still some gaps in the sample population coverage of the questionnaire survey in this study. The next step will be to discuss the application of sustainable development theory in the protection and development of traditional

village cultural landscape in combination with more cases, and then explore the sustainable development model of traditional villages with Chinese characteristics to further promote the revitalization of China's rural areas.

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APPENDIX 1

Questionnaire: Perception of the impact of the protection and development of traditional village cultural landscape

No.:

Dear Madam/Sir,

Hello! I am a student from the University of Sabah, Malaysia. I am conducting research on the protection and development of regional traditional villages from the perspective of cultural landscape -- taking traditional villages in Tongjiang County, Bashu Cultural District, China, as an example. The purpose of this survey is to understand the social cultural, economic and environmental impacts of the protection and development of traditional village cultural landscape on the local community, as well as your attitude and satisfaction towards the protection and development of cultural landscape. The questionnaire is anonymous and the results are for scientific use only. Please mark "√" as you see fit according to your actual wishes. We will keep your personal information confidential. I would like to express my heartfelt thanks for your support and cooperation.

Part 1: Your Basic Information

1. Your gender

- A. Male B. Female

2. Your age

- A. 18-30 years old B. 31-40 years old C. 41-50 years old
D. 51-60 years old E. Over 60 years old

3. Your level of education

- A. Elementary school and below B. Middle school
C. High school D. Junior college and above

4. Your annual household income

- A. Less than 10,000 yuan B. 10,000 to 20,000 yuan
C. 20,001 to 30,000 yuan D. More than 30,000 yuan

Part 2: Perception Survey

A. Social and cultural influence perception

Questions Item	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
A1. It is beneficial to excavate and carry forward the local traditional culture.	5	4	3	2	1
A2. Deepen the villagers' understanding of local traditional culture.	5	4	3	2	1
A3. It raises the local profile.	5	4	3	2	1

A4. Improve the pride of the villagers.	5	4	3	2	1
A5. The villagers' civility has improved.	5	4	3	2	1
A6. Ideas have been updated and improved.	5	4	3	2	1
A7. Enriching cultural and spiritual life.	5	4	3	2	1
A8. Further recognized the value of traditional architecture.	5	4	3	2	1
A9. Villagers are more united and help each other more.	5	4	3	2	1
A10. More cooperation among villagers.	5	4	3	2	1
A11. Improve the protection awareness and ability of villagers.	5	4	3	2	1
A12. Villagers have more recreational activities.	5	4	3	2	1
A13. Villagers' awareness of education has been enhanced.	5	4	3	2	1
A14. Villagers attach importance to the protection of public facilities.	5	4	3	2	1
A15. Security has deteriorated and social ills have increased.	5	4	3	2	1
A16. More conflicts between villagers and tourists.	5	4	3	2	1
A17. Villagers' behavior of "ripping off customers" has increased.	5	4	3	2	1
A18. The attitude towards tourists is not as warm as before.	5	4	3	2	1
A19. The neighborhood becomes cold.	5	4	3	2	1
A20. The development of cultural resources in the village has become commercialized and vulgarized.	5	4	3	2	1

B. Economic impact perception

Questions Item	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
B1. Increase in annual household income.	5	4	3	2	1
B2. Produce is easier to sell.	5	4	3	2	1
B3. Make money by operating traditional village tourism projects.	5	4	3	2	1
B4. Increased purchases of home appliances.	5	4	3	2	1
B5. Improvement of housing conditions.	5	4	3	2	1
B6. Stronger willingness to invest in traditional village tourism projects.	5	4	3	2	1

B7. Increased government and business investment.	5	4	3	2	1
B8. More places to eat and shop.	5	4	3	2	1
B9. The cost of daily living has increased.	5	4	3	2	1
B10. Rising land prices.	5	4	3	2	1
B11. Increased employment opportunities.	5	4	3	2	1
B12. The income of employees in traditional village tourism projects is higher than that of non-employees.	5	4	3	2	1
B13. The return of migrant workers to their hometowns has increased.	5	4	3	2	1
B14. Jobs are more relaxed about age.	5	4	3	2	1
B15. Increased production of traditional handicrafts.	5	4	3	2	1
B16. It is better to engage in traditional village tourism management than simply	5	4	3	2	1
B17. Change from a single farming economy.	5	4	3	2	1
B18. The widening gap between the rich and poor.	5	4	3	2	1
B19. Only some people profit.	5	4	3	2	1
B20. Increasing disputes over economic interests.	5	4	3	2	1

C. Environmental impact perception

Questions Item	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
C1. The overall appearance of the village becomes beautiful.	5	4	3	2	1
C2. Improved public infrastructure such as roads, water, electricity and	5	4	3	2	1
C3. The government has become more environmentally conscious.	5	4	3	2	1
C4. Villagers are more aware of environmental protection.	5	4	3	2	1
C5. It destroys the peaceful atmosphere of life.	5	4	3	2	1
C6. More waste makes it more difficult to dispose of.	5	4	3	2	1
C7. Worsening environmental pollution.	5	4	3	2	1
C8. New tourist facilities have damaged the natural environment and landscape.	5	4	3	2	1

C9. New tourist facilities destroy traditional architectural features.	5	4	3	2	1
C10. The village cultural landscape becomes incongruous.	5	4	3	2	1

D. Attitude towards and satisfaction with cultural landscape protection and development

Questions Item	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
D1. I am satisfied with the status quo of the protection and development of the cultural landscape in this	5	4	3	2	1
D2. In conclusion, the advantages of protecting and developing cultural landscape outweigh the disadvantages.	5	4	3	2	1
D3. I support the continued promotion of the protection and development of the village's cultural landscape.	5	4	3	2	1