



Research Article

Processing and Optimizing Industrial Structure Adjustment of Intangible Cultural Heritage by Big Data Technology in the Internet Era

Yun Lei ¹, Xishan Li,² and Sang-Bing Tsai ³

¹Zhanjiang University of Science and Technology, Guangdong, Zhanjiang 524084, China

²Zhanjiang of Guangdong Province Health School, Guangdong, Zhanjiang 524037, China

³Regional Green Economy Development Research Center, School of Business, Wuyi University, Nanping, China

Correspondence should be addressed to Yun Lei; totemly@126.com

Received 7 March 2022; Revised 31 March 2022; Accepted 8 April 2022; Published 21 April 2022

Academic Editor: Sheng Bin

Copyright © 2022 Yun Lei et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

This paper conducts an in-depth study and analysis of the preservation of ancient village heritage and the restructuring and optimization of cultural industries in western Guangdong in the context of the current “Internet+.” This study is problem-oriented and aims to improve the common rural environment in the less developed areas of western Guangdong from the perspective of sustainable development. This study conducts an objective investigation and understanding of villages, combining contemporary methods and techniques of quantitative analysis. This study aims to understand the regular characteristics of the evolution of the settlement space itself based on the characteristics of the interaction between the settlement space itself, especially with the local natural ecology and human society, to explore the localized decision making of the village settlement space, and to propose a specific and operable systematic approach from macro to micro, an approach that focuses on the village settlements established. This approach focuses on the optimization of the existing pattern, architecture, and surrounding vernacular landscape of rural settlements and is a critical inheritance based on the existing spatial pattern, emphasizing the coordination and unity of multiple factors related to the settlement space. Combining the background of the era of “Internet+” and the actual situation of the development of tourism in ancient villages in western Guangdong, a marketing 4Ps combination strategy suitable for the development of tourism in ancient villages in western Guangdong was formulated. The flexible and diverse forms of operation also determine the independence of the villagers in the distribution of benefits. The villagers take the family as the unit of self-employment, and the distribution of benefits is distributed by the villagers themselves within the family. The product strategy, product pricing strategy, marketing channels, and promotion strategy of “Internet+ rural tourism” are formulated. A study on the cultural renewal strategy of the Nanchang community in the context of rural revitalization strategy. Based on clarifying the idea of cultural renewal, the principles of cultural renewal are proposed based on the strategic planning of rural revitalization: the principle of overall protection and development, the principle of restoring the old as the old, and the principle of regional linkage renewal. Based on the conservation plan of the Nanchang community, the scope of its conservation and conservation framework is sorted out, and the cultural renewal strategy of the Nanchang community is elaborated in four aspects: optimization of the overall layout of the village, enhancement of public space, improvement of key buildings and living heritage of intangible cultural heritage.

1. Introduction

Rural tourism plays an important role in promoting the development of the regional tourism industry and economy. From the beginning of tourism development, the state has actively advocated the development of tourism, tourism

poverty alleviation, intelligent tourism, and other policies that have various relationships with rural tourism. This paper mainly focuses on rural tourism, combined with the current development of “Internet+” and analyzes the development status of rural tourism in Hainan Ding’an “100 miles and 100 villages” [1]. This paper is mainly through the

study of the development of Hainan Ding'an "Bai Li Bai Village," to analyze the problems in its tourism development and put forward the corresponding countermeasures. Through the study of the strategy of the rural tourism project of Ding'an "Hundred Mile Village," we can understand the problems of the current rural tourism development in the area and, on this basis, explore the development direction for the development strategy of rural tourism under the background of the Internet in China, and how to use the advantages of the Internet to bring new tourism opportunities [2]. While bringing economic benefits to the villagers, it also further stimulates the enthusiasm and initiative of the villagers to participate in the protection and development of traditional villages. At present, China has entered the information society, the Internet combined with the development of tourism is not deep enough; in the "Internet +" level of tourism, development cases are few, rural tourism development channels are limited, and can not be rapid. In the face of such tourism development, it is necessary to combine the advantages of the Internet to change the traditional tourism industry and promote the adjustment of the industrial structure of the rural economy [3]. This paper hopes that through the medium of the Internet, combined with the current problems in the traditional rural tourism industry, rural tourism combined the Internet to analyze and research how we can use the characteristics and advantages of rural tourism to meet the needs of tourists for rural tourism and to put forward new feasible suggestions for Hainan Ding'an rural tourism. The research in this paper can also guide rural tourism in other areas of China.

The Internet is everywhere in people's lives and is highly efficient and convenient. "Internet+" and "Internet" are fundamentally different; "Internet+" is the integration of development in the industry through Internet technology, generating new supply and demand relationships and breeding new business models. The "Internet+" is the integration and development of industries through Internet technology, generating new supply and demand relationships and breeding new business models. The "Internet+" has led to a change in the way enterprises develop. From the beginning, companies used the Internet for information acquisition and communication with consumers. Today, the Internet allows companies to integrate and develop with multiple industries such as education, tourism, agriculture, industry, and production. The single development model was gradually eliminated by the network era, and the new diversified integration development model has become the development trend of enterprises under the background of "Internet+" [4]. For rural tourism enterprises, the use of the Internet platform to develop tourism is the current trend. This paper aims to take the "Internet +" as the background to study rural tourism marketing as the entry point, combined with the development of rural tourism in Zhoushan to explore the innovative ideas of rural tourism marketing development based on the Internet background. In the theoretical research, domestic and foreign scholars have not formed a unified theoretical system, and framework research for rural tourism design, development model, and regional

impact is involved, but most of them stay in qualitative analysis. Most of the published rural tourism works are compiled literature, and monographs are rare [5]. This is of great significance for enhancing the marketing effect of tourism products. Government departments can cooperate with rural tourism sites and colleges and universities and can concentrate on college teachers to conduct Internet training for employees of rural tourism sites during off-season tourism. Along with the rise and development of rural tourism, it has made outstanding contributions to promoting rural economic development and improving the living standards of farmers and has become the key to the adjustment of rural industrial structure in the new era.

With the continuous evolution of cultural globalization, people's lifestyles and towns tend to be the same and uniform, and the rich and colorful regional culture slowly fades and is replaced by the converging global culture, and people are facing the dilemma of cultural loss. As a result, after feeling the extinction of regional and ethnic culture, the community has become conscious of regional and local culture as a demand. And this self-consciousness of local, regional culture is the self-knowledge and self-knowledge of people living in a certain regional historical environment about their culture, and it is the purposeful and conscious pursuit and creation of local culture. Today, with the awakening of local consciousness and regional culture, the remembrance of each nationality's history and culture and the pursuit of local, regional culture are not only the cries of research scholars but have gradually evolved into a consensus of the whole society, thus prompting people to respect their history and traditions more, and purposefully protect and explore the regional cultural characteristics of their regions. It is evident that in the process of cultural globalization, the awakening of regional culture is playing an increasingly important role and has taken on the important task of driving the transformation of world culture from "homogenization" to "diversification." Compared to the Pearl River Delta region, the less developed regions of western Guangdong have uneven productivity development and are not yet technologically advanced, and their economic strength and potential are somewhat different. The less developed areas of Guangdong Province are concentrated in the northern, eastern, and western parts of Guangdong, which are farther away from the Pearl River Delta. On a national scale, the focus of attention tends to be on the poorer western regions than these less developed areas of Guangdong, resulting in less investment from both government and external sources in the less developed areas of Guangdong, which has resulted in the long-term slow economic development and lack of funds in these areas, which is precisely the main constraint to the development of the rural areas and the spatial environment in the less developed areas.

2. Current Status of Research

The study of rural settlements and their construction exists widely across some disciplines with varying degrees of intersection [6]. Apart from architecture, the theory of village

settlements is mainly based on many disciplines such as urban and rural planning, economics, sociology, anthropology, and human geography, which have different perspectives of observation and different analytical tools employed, providing some valuable research methods. In addition to the analysis of the spatial patterns of village settlements, attention is also paid to some important spatial types of settlements, such as the regional water township settlements influenced by the network of water systems with climatic characteristics of subtropical regions and geographical characteristics of the Pearl River Delta, pointing out that the external space of water townships in the Pearl River Delta region is characterized by contiguous mulberry-based fish ponds or commercial agricultural areas of fruit forests and flowers, and summarizing the spatial patterns of settlement in water township settlements as linear, block and net types, etc. The components of the landscape characteristics of the water township are summarized as village water mouths, banyan squares, river bridges, water port barges, street spaces, residential architecture, etc. The public architecture of the settlement, as a form of architecture closely related to social organization and with a strong public character, is also given attention in this book [7]. In-depth exploration of different village cultures, such as family rules and clan rules, village rules and regulations, and other excellent ideological concepts, humanistic spirit, and moral norms based on farming culture, create a simple and long-lasting protective shield for traditional villages in terms of spiritual culture. It is necessary to coordinate material civilization and spiritual culture together. In addition, the book offers insights into the conservation, sustainable development, and application of architecture, translating the characteristics, techniques, and experiences of various folk dwellings into contemporary practice [8]. At present, Professor Zhao and his team's research focuses on more macroscopic rural landscape characteristics, rural landscape features comparison, more focus on the development process and distribution of rural settlements in the regional system of folk systems, rural landscape aspects of spatial characteristics, evolution, and heritage [9].

Rural tourism originated in the West, and with the booming development of rural tourism in Europe and the United States, scholars in Europe and the United States took the lead in researching rural tourism [10]. Nowadays, Western scholars have already formed a relatively complete rural tourism research system, and the income and economic development of villagers in rural tourism destinations have been explained [11]. Western scholars' research content mainly focuses on rural tourism concept research, rural tourism and sustainable development research, rural tourism development research, rural tourism marketing research, and other aspects. The main research methods used are case study, field research, empirical analysis, etc. Foreign rural tourism development did not independently operate the government, but generally, the local government, residents of the tourist destination, and tourism enterprises assist each other and operate together [12]. In the development of rural tourism, the impact of rural tourism on the living environment of local villagers is fully

considered, and its role in promoting the local economy is valued [13].

Foreign countries have established well-developed specific certification systems and quality control systems. In France and Germany, tourism companies apply to the relevant departments for industry accreditation, such as folklore accreditation. These certifications can help to regulate and monitor the tourism products and services of rural tourism enterprises, which can build up a good reputation in the minds of consumers and thus achieve a propaganda effect. Various marketing techniques are also a common strategy used by foreign rural tourism enterprises. In the marketing of tourism products, foreign companies attach importance to the use of science and technology. Enterprises also use newspapers, television, and the Internet to promote tourism products and to encourage consumers to consume them. In the process of operation, companies transform their competitive relationship into a cooperative one utilizing cooperation and dialogue, sharing the market. Communication with consumers is an important concern for foreign companies and the construction of information databases. The information provided by customers is very useful for companies to carry out marketing activities, and by analyzing the existing database of data and information, the latest information is quickly transmitted to the target consumers to obtain effective publicity.

3. “Internet+” Analysis of Ancient Village Heritage Protection and Cultural Industry Structure Adjustment and Optimization in Western Guangdong

3.1. Structural Analysis of the “Internet+” Cultural Industry. The cultural elements and natural elements will affect the construction and protection of traditional villages, which can be divided into different types based on the richness of historical and cultural elements, the degree of rural economic development, and the development of rural industries [14]. Therefore, based on the analysis of the cultural heritage and activation of traditional villages, the author summarizes traditional villages into four main types according to their conditions and characteristics and historical and cultural elements. The original ecological heritage is to maintain the original ecology of the village and to maintain the natural appearance of the village and the vernacular atmosphere of the buildings. The natural environment, the overall architectural pattern, and various historical and cultural elements of traditional villages are inherited and protected reasonably. For the better-preserved traditional-style buildings, the overall original ecological appearance of the lot should be protected, properly protected, and repaired to “repair the old as the old” so that the original ecological way of life and production can be well displayed. The excavation and inheritance of traditional culture require the active participation of local villagers, not only to protect the inherent charm of traditional villages but also to develop the characteristic culture of the village into a regional cultural industry. In the spatial scale, it is necessary to carry out overall

planning, key protection, reasonable repair, and characteristic control of the spatial layout of the village, street space, and natural environment space. To avoid the lack of spatial texture and destruction of the village in the process of development, let the original ecology and humanities of the village carry out the most perfect integration, subconsciously letting the aboriginal people of the village in the spatial environment leave a memory imprint so that the value of the memory generated for the cultural heritage has extraordinary significance.

Potential cultural resources have a high exploitable value and cater to the needs of tourists. The current potential cultural resources in Leizhou mainly include historical culture, farming culture, and folklore culture. First, in terms of historical and cultural resources, Leizhou has numerous famous people, folk legends, and unique stone carving culture, among which the development potential of the Leizhou stone dog, which is known as the Terracotta Warriors of the South, is very large. "Internet +" incubated a new model of rural tourism marketing. This paper takes "Internet+" as the background of rural tourism marketing development and finds a new model of rural tourism marketing that is different from the traditional marketing model. The deep integration of Internet technology in rural tourism promotes its development [15]. The "Internet +" has become a powerful driving force for the development of rural tourism, and its reliance on technology has pushed rural tourism marketing to a whole new level. The popularity of self-media such as WeChat and Weibo in society has brought the relationship between urban and rural areas closer, allowing more urbanites to understand the countryside. In the Internet era, where mobile terminals are popular, WeChat, Weibo, and other self-media have entered everyone's life, and everyone can become a communicator. Through the guarantee of their product quality, rural tourism enterprises push products of good quality and in line with market demand to the network. These products accumulate a certain amount of word-of-mouth among tourists, and then with the publicity among people on the Internet, a benign interactive promotion effect formed and a loyal customer base accumulated. For the rural tourism industry, this new rural tourism marketing model has a huge promotion effect on its development, as shown in Figure 1.

The traditional way of connecting tourists is through travel agency intermediaries and individual farmers to communicate and exchange with tourists, such a way cannot provide timely feedback on tourists' needs and opinions, and the quality of tour services is difficult to be guaranteed. The new model, through data collection and dissemination, can effectively provide timely feedback tourists' needs and suggestions, improve the quality of service, win the goodwill of customers, and help to trigger tourists to generate tourism behavior [16]. Because no matter the composition of traditional village buildings, street space, ecological space, village pattern, etc., all reflect the village culture and constitute a suitable catalyst point. Traditional marketing model under the work of tourism agency intermediaries and individual farmers, marketing through a variety of ways to trigger tourists to generate tourism behavior. This is a way to

win the tourists, but the quality of service cannot be monitored and quantitatively evaluated. The use of Internet technology to process the data of tourists can establish a review mechanism and service quality monitoring system. Such a way can let tourists intuitively feel the quality of tourism services and give customers a better sense of the tourism experience.

In terms of tapping into product connotations, as tourism product information is mostly open and transparent in today's Internet society, visitors can see the differences between various rural tourism projects when choosing rural tourism if they view them with an Internet-accessible device, and many current rural tourism projects tend to be uniform, which makes visitors lose interest. Once tourists search for rural tourism projects with cultural connotations on the Internet, they can attract their attention and after in-depth research, they will be interested in them, and this interest is likely to attract tourists to travel to the place, as shown in Figure 2.

The traditional marketing model is to find potential tourists through the intermediary of travel agencies and individual farmers, which often costs a lot of workforces, material, and financial resources and achieves uneven results. The new model of rural tourism uses Internet cloud computing and big data to analyze the traffic generated by consumers browsing web pages to find potential tourist groups precisely. This approach is fast and accurate and saves a lot of resources. From the analysis of the project product competition dimension, price is the first level of competition, which is also the basic competition means of each rural tourism project product; quality is the second level of competition, which is also an important means for rural tourism project products to stand out; culture is the third level of competition, especially in the Internet background era, product homogenization is serious, excellent culture can directly divide the advantages and disadvantages of rural tourism project products, so culture is also the highest level of competition in product competition. For the Ding'an "Hundred Miles and Hundred Villages" rural tourism project, if we want to improve its competitiveness, we must start from the cultural connotation of the project products and integrate the unique geographical and cultural advantages of the place into the project products. Through the strategic research on the "Bailli Village" rural tourism project in Ding'an, we can understand the current problems in the development of rural tourism in this place. Ding'an County, as a volcanic area, is blessed with selenium-rich resources, and the most characteristic culture is the ethnic culture and red culture. The local ancient buildings with ethnic characteristics are relatively well preserved, and Mureishan also contains a rich red culture. The operators of Ding'an "Hundred Miles and Hundred Villages" rural tourism project should dig deeper into these two cultural resources and use modern information technology to create products with the characteristics of Ding'an "Hundred Miles and Hundred Villages" rural tourism. Some specific tourism products, for example, provide portable and high-grade selenium-rich gifts, red characteristics of the Muresan products, etc.

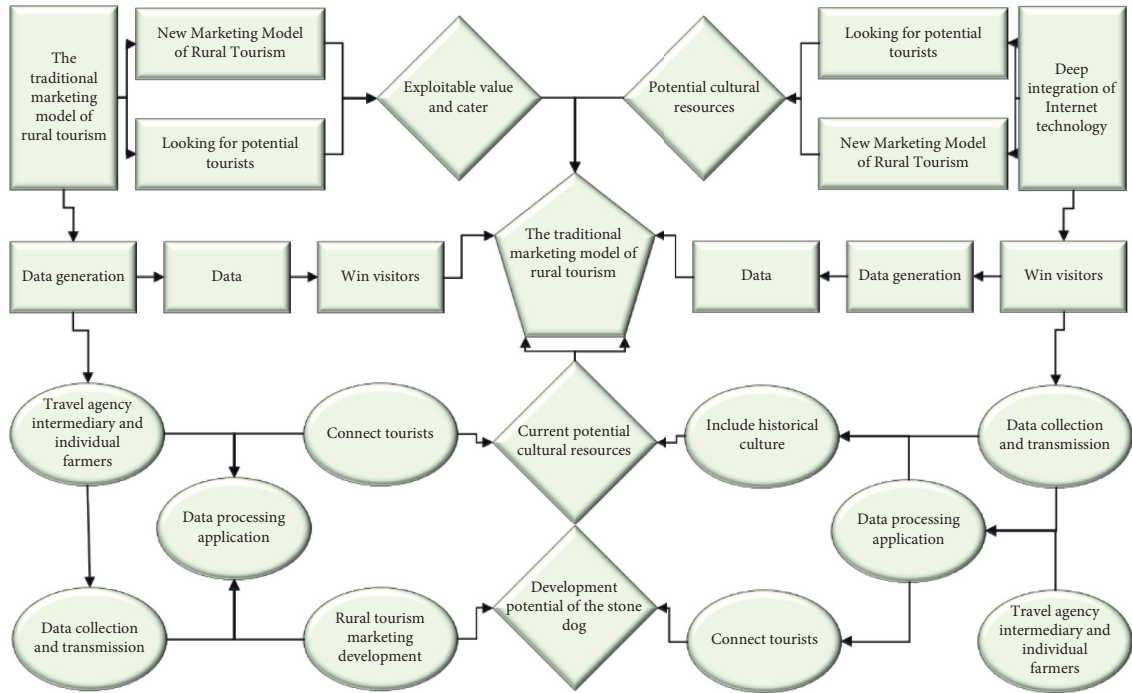


FIGURE 1: Rural tourism marketing model shift diagram.

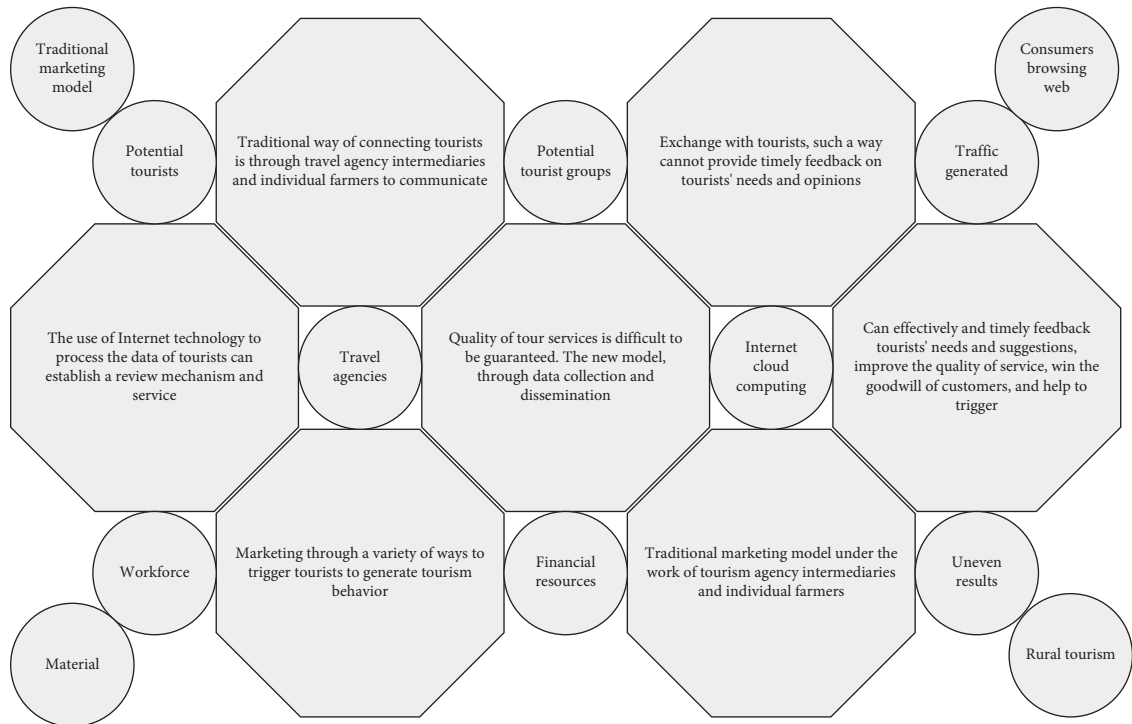


FIGURE 2: Cultural industry structure construction.

With the development of information technology, the tourism industry information technology is gradually put on the agenda, and the development of tourism is inseparable from the support and assistance of many industries such as agriculture, forestry, land, industry, and commerce, so there is a strong integration, which requires a strong integrated

function of tourism information system in the background of the Internet as well as information processing functions [17]. Vigorously promote the development of the Internet, but also put forward the concept of "Internet +." Based on this environment, it is necessary to have a higher demand for tourism information system function. Zhengzhou rural

tourism does not have professional website support. The system function is not perfect; most of the tourism-related websites and so on is the introduction of well-known attractions; there is no unified introduction of rural tourism sites; information seems to be relatively lacking; the introduction content is relatively simple, cannot provide tourists with comprehensive service information, and cannot meet the growing needs of customers. Secondly, the lack of tourism information sharing platform, Zhengzhou Tourism Bureau information version of the website, although according to the county and urban areas reported system integrated various tourism enterprises, but still not comprehensive enough; many enterprises think that the official website cannot play a promotional effect, unwilling to share the tourism information they have; reported content also has no characteristics. Rural tourism business operators have different attitudes towards information work and different channels of access to information, so it is difficult to coordinate and unify the establishment of a shared information platform. And there is a concept of reluctance to share among enterprises due to the existence of competing interests.

3.2. Optimization of Ancient Village Heritage Conservation in Western Guangdong. Any plan and its objectives come from conservation practice and are tailored to the specific situation at the time, so there will not be maintenance norms that are adapted to the needs of each different place. In determining the objectives of the corresponding plans for the traditional villages of Conghua, three aspects were considered based on the current situation of each village, the problems that exist, and the latest theoretical and practical achievements. The relevant plans for the traditional villages in Conghua all contain an analysis of the current situation of the cases, more often in the planning specifications or in a separate compilation of basic information or the text. This part covers the basics of traditional village conservation planning and should also include the analysis of the current situation of cases that should be included in general planning. Village cultural heritage includes tangible cultural heritage and intangible cultural heritage. The preservation effect refers to the effect of the village's cultural heritage after a period of conservation implementation, which is mainly assessed in terms of the quantity of heritage remaining after conservation implementation and the quality of conservation measures implemented [18]. It also cannot be promoted through the fast and rich channels of the Internet. Faced with the current situation of tourism development, it is necessary to combine the advantages of the Internet to transform the traditional tourism industry and promote the adjustment of the rural economic and industrial structure. The scope of tangible cultural heritage conservation includes not only architectural heritage but also streets and alleys, historical environmental elements, village landscape patterns, and the functions they carry. The assessment of intangible cultural conservation evaluates not only the degree of preservation of its current state but also its development. Among them, quantitative evaluation should be conducted

for physical retention, village functions, intangible cultural heritage, and related records, mainly through changes in the area, quantitative adjustments, and the number and proportion of related personnel.

Sustained economic development is a condition for sustainable conservation, without which conservation efforts cannot be sustained in the long term. The economic development can be seen from two aspects: the overall income of the village and the benefit of the villagers in terms of economy because the development of traditional villages is accompanied by the breeding of tourism, so the development of tourism is also taken as one of the assessment indicators of economic development. In the case of Ma Village in Chengjiao Street, the villagers have taken the initiative to protect it, and the overall village traditional dwelling group is well preserved, with clan shrines, gatehouses, wind pools, and resident groups mostly connected, and the overall appearance is well protected, but the development of the village is lagging, and the resources are idle, and the government lacks a plan to develop traditional architecture tourism while fully protecting traditional architecture. The current situation of Yinjiazhuang Village in Chengjiao Street is like that of Ma Village, where the overall ancient village residential clusters are well preserved, and the buildings are mostly idle, and the villagers do not know how to develop traditional ancient architectural resources. There is currently a subway entrance under construction, and due to the lack of government planning guidelines for the protection and development of traditional architectural resources, villagers are at a loss as to what to do and have serious problems with illegal construction, as shown in Figure 3.

During the research in Conghua, we found that some of the traditional villages have left behind elderly people living in them, with some repairs, or they have added chicken pens and garbage piles for living needs, which have destroyed the overall appearance of the villages, and the traditional villages are basically in a semiabandoned state [19]. Research how to play the characteristics and advantages of rural tourism to meet the needs of tourists for rural tourism, to put forward new feasible suggestions for rural tourism. The village elders cannot afford the huge amount of funds for conservation, and there is no good way to seek help from the relevant departments, and they cannot find other ways to deal with the problem of traditional villages being abandoned. For example, in Qigong Village, Taiping Town, after applying for cultural protection, the village committee protects the village, and villagers are not allowed to repair the old houses on their own, and they can only report problems to their superiors and obtain approval and funding before they can carry out repairs, but the process is long and inefficient, resulting in some houses not being repaired in time at the beginning of the problem, and it takes a lot more manpower and financial resources to repair them after the problem expands.

Traditional villages in Conghua have a relatively long history, mostly created before the Republic of China. During the years of change, affected by climate, weathering, environment, and many other factors, buildings, stone

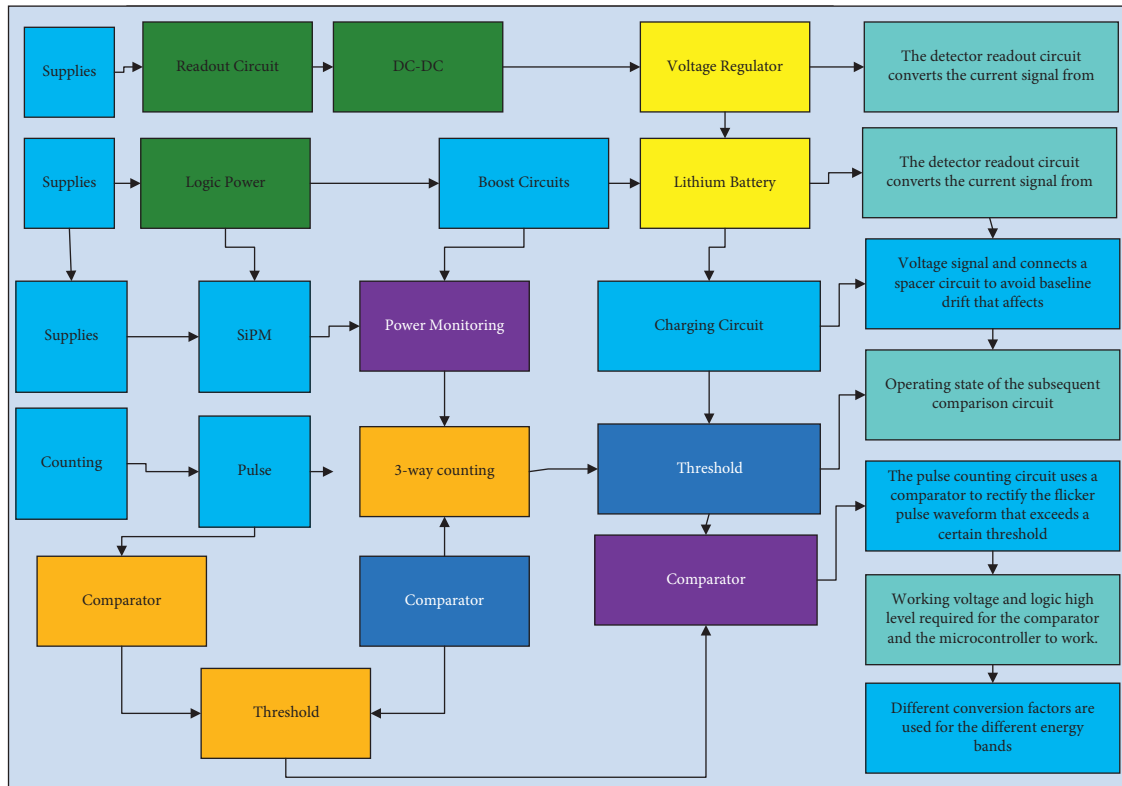


FIGURE 3: Steps to preserve the heritage of ancient villages in western Guangdong.

roads, and other historical features are damaged, especially some wooden buildings. Many components need to be replaced and need timely repair and maintenance. Faced with the complex architectural components to be restored, it is difficult for local villagers to raise large sums of money to repair these old houses with age-old buildings. In addition, many ancient buildings have beautiful wood and stone carvings, wooden grill windows, fine grey tiles, and other strictly followed construction systems, and these time-consuming and laborious manual processes are even more costly. This requires attracting social capital to invest in the conservation and development of traditional villages. The flexible and diverse forms of operation also determine the independence and autonomy of villagers in the distribution of benefits. The new diversified and integrated development model has become the development trend of enterprises under the background of “Internet +.” For rural tourism enterprises, the use of Internet platforms to develop tourism is the current situation. In the form of individual operation by villagers as a family unit, the distribution of benefits is distributed by villagers themselves within the family, and there are fewer conflicts; in the form of a collective operation mainly by village-run enterprises and township enterprises, the direct income from their operation and development is generally controlled collectively by village committees and townships, and the distribution of benefits is mainly used for village infrastructure construction and maintaining. Flexible business forms and independent benefit distribution are conducive

to increasing the income of villagers in the protection and development of traditional villages, giving villagers more opportunities to participate in the protection and development work, and bringing economic benefits to villagers while further stimulating the enthusiasm and initiative of villagers to participate in the protection and development of traditional villages, as shown in Figure 4.

The environment in which tourism products are produced and operated is complex and can be constrained and influenced by different dimensional factors. Consumers are likewise influenced by a variety of factors when purchasing and using tourism products. Nowadays, the market has many customers and a complex market structure. For rural tourism enterprises to gain an advantage in such a complex market competition, many channels such as market intermediaries and channel forces must be considered and used, so that a large-scale and stable community of interests can be formed [20]. Today, with the awakening of local consciousness and regional culture, the recollection of each ethnic group’s own history and culture and the pursuit of local regional culture are not only the cry of scholars, but have gradually evolved into a consensus of the whole society, thus prompting people to Be more respectful of your own history and traditions. Only then can tourism products be quickly and accurately marketed, and the relevant tourism products be known, understood, recognized, and purchased by consumers. Therefore, when laying out marketing channels for rural tourism products, they must tend to be three-dimensional, which is of great significance in

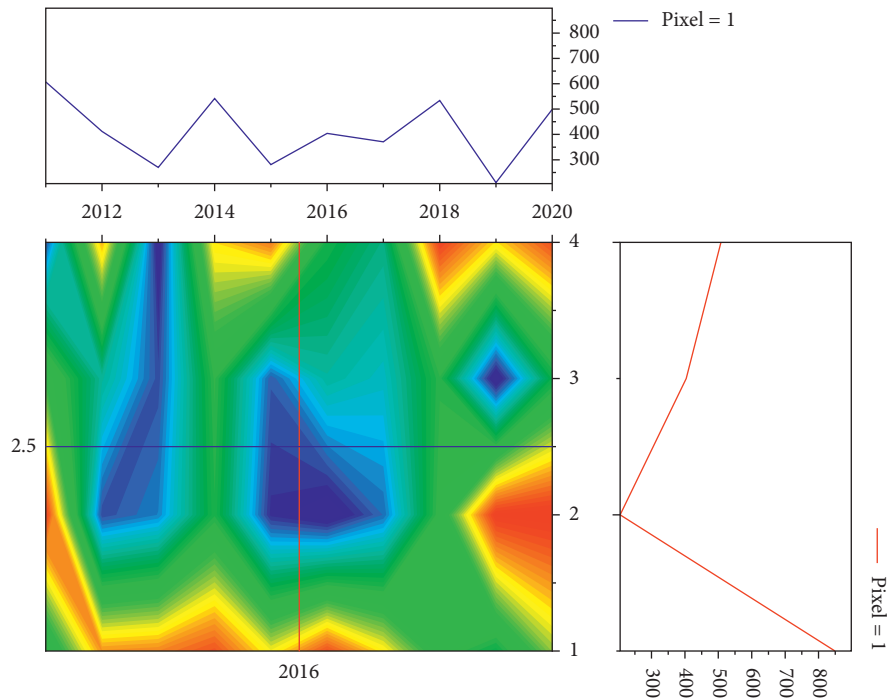


FIGURE 4: Economic overview of the tourism sector.

enhancing the marketing effect of tourism products. The government can employ tourism professionals through the “Internet +” to guide and train local farmers while expanding publicity through “Internet +” to encourage many returning migrant workers and university graduates to participate in rural tourism.

4. Analysis of Results

4.1. Structural Design of the “Internet+” Cultural Industry. The greatest charm of traditional villages lies in their cultural connotation, and they are living cultural heritage, which is the cultural essence and spatial memory reflecting the harmony between human beings and nature. Traditional villages should choose their own cultural inheritance model to “revitalize” the construction and development. The protection and renewal of traditional villages should be based on “cultural revitalization,” and different village cultures should be excavated in-depth, such as family rules and regulations, village rules and regulations, and other excellent ideological concepts, humanistic spirit, and moral codes based on farming culture. To create a simple and long-standing protective shield for traditional villages in terms of spiritual culture, material civilization and spiritual culture should be integrated. In the process of rural revitalization, it is proposed to delineate the historical and cultural protection line for rural construction and to reshape the cultural ecology of villages; in the intangible cultural heritage, we actively cultivate its inheritors to attract cultural talents, to guarantee the living development of traditional village culture; we deeply extract the traditional cultural elements of villages, use traditional culture to lead the fashion, and fully display the unique cultural charm and the long historical and cultural heritage of villages. We need the active participation

of local villagers in the excavation and inheritance of traditional culture, not only to protect the intrinsic charm of traditional villages but also to develop the special culture of villages into regional cultural industries, fully driving the economic growth of villages, which not only promotes the promotion of traditional culture but also raises the income of villagers and develops traditional villages into more prosperous. By promoting the cultural revitalization of villages and focusing on the beauty of villages with “culture,” the inherent cultural spirit is protected, and the external environment of villages is improved, which is one of the important ways to protect and renew traditional villages, as shown in Figure 5.

Traditional villages and microrenewal theory: microrenewal is a miniature of organic renewal. While organic renewal emphasizes the overall level, microrenewal emphasizes the point to lead the surface. This approach needs to pay more attention to the cultural connotation of the “point.” The microrenewal model emphasizes on the point-by-point approach, which requires more attention to the cultural connotation contained in the “points,” constructing more catalytic points and using the catalytic effect to link the surrounding resources, forming a benign state of independent renewal. The construction and development of traditional villages as a primitive ecological type should rely on the localized natural environment and architectural landscape, try to use the basic natural features and pastoral features as the background in the process of protection and repair, and at the same time pay attention to the protection of natural texture so that the historical culture and the local features are integrated with the natural environment. The public space of traditional villages is not only the main place for villagers’ daily activities and communication but also an important carrier to inherit and show the regional

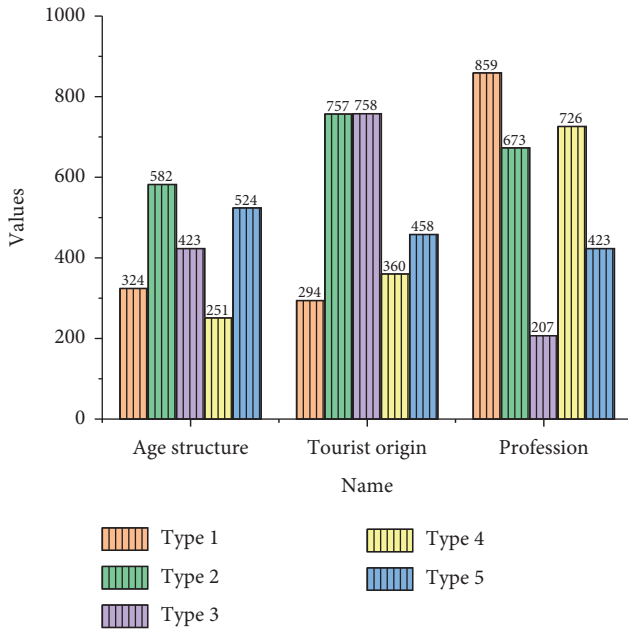


FIGURE 5: Structure of cultural industries.

culture. Nowadays, public space is no longer a geographical concept but is more concerned with the behavior and psychology of people entering the space. The renewal of public space helps to revitalize the human resources of the village, promote, and inherit the regional culture, and promote the sustainable development of the village, as shown in Figure 6.

Combined with the official government tourism website and taking advantage of the Internet to create rural tourism topics, provide brand experiences, disseminate services, and attract tourists, tourism information can be released through Internet websites, planning tourism festivals and thematic activities, integrating tourism resources, deepening tourism culture, and increasing publicity. The government should guide the application of the industry, and rural enterprises can develop their own WeChat platforms to attract tourists and facilitate their travel through tourism information addresses, routes, special services, and other related introductions. The popularization of we-media such as WeChat and Weibo in society has brought closer the relationship between urban and rural areas, allowing more urban people to understand the countryside. In the Internet era, where mobile terminals are popularized, we-media such as WeChat and Weibo have entered everyone’s life, and everyone can become a communicator. The use of big data, cloud computing, self-media, and other Internet technologies with the local service sites in rural Zhengzhou, consulting centers, and other content complement each other to achieve rural Zhengzhou Internet tourism, providing consumers with a more convenient travel information service experience, enriching the consumer in rural tourism content, timely access to tourism information, rescue, business services, and other aspects of tourism information services, according to their own needs promptly to arrange and adjust the plan [21, 22].

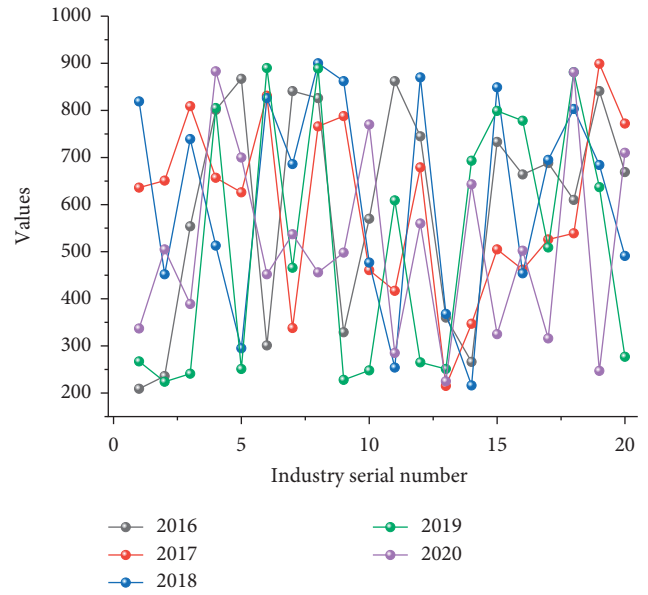


FIGURE 6: Share of investment in cultural industries.

4.2. Optimization Results of Ancient Village Heritage Conservation in Western Guangdong. In the context of the Internet, scientific planning of rural tourism is the basis for the development and construction of agricultural tourism areas in Zhengzhou, establishing people-oriented thinking, respecting the human edge and ecology, starting from the totality of the countryside, starting from the basic needs of residents as well as consumers in Zhengzhou, and properly developing and constructing attractions to ensure the sustainable development of rural construction in the Zhengzhou region, which is also the premise of tourism activities based on the current national conditions. For example, the planning of traditional folk art and rural cultural tourism development model: Zhengzhou region has a unique folk art and traditional old artists, which is also an important model for creating rural cultural and creative tourism in the Zhengzhou region, such as the Qinglong Festival, livestock festival, etc. and clay sculpture, embroidery, etc., with distinctive features of Zhengzhou local food, which are the rich historical and cultural heritage of Zhengzhou region, can be used as the characteristics of rural tourism. The quality of tour service cannot be guaranteed. Under the new mode, through data collection and dissemination, it can effectively and timely feedback tourists’ needs and suggestions, improve service quality, and win the favor of customers. The establishment of a new model of rural tourism planning suitable for the development of the Internet background, such as agricultural products picking, processing technology, and product experience to attract the agricultural tourism, leisure, experience, and vacation in Zhengzhou and other functions of deep excavation, and the development of the local tourism industry will have a certain impact on the economy of other areas, as shown in Figure 7.

The government is an indispensable promoter of the development of traditional villages and is also an important factor in the protection and restoration of traditional houses.

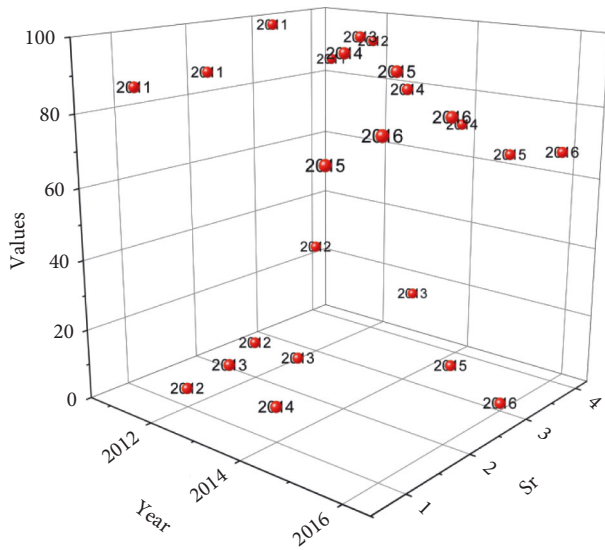


FIGURE 7: Utilization.

The introduction content is relatively simple, cannot provide comprehensive service information for tourists, and cannot meet the growing needs of customers. It is one of the first-choice villages for developing eco-agriculture and eco-tourism and creating provincial eco-model villages. The government has actively introduced enterprises to participate in the protection and development of traditional villages, set up a leading group for the development and construction of tourism along with the ancient village of Zhonglou with the deputy mayor in charge as the head, and signed a cooperation agreement with Guangzhou Xinyi Hall Exhibition Company Limited for the beautiful village project of Zhonglou Village in Taiping Town, Conghua City, as shown in Figure 8.

Adhering to the principle of healthy and sustainable, reasonable tourism resources development can be the development of tourism resources to better play their advantages, thereby improving market competitiveness but also ensuring the coordination of economic benefits, environmental benefits, and social benefits. The integration of cultural industry and tourism industry should adhere to the sustainable development path of green environmental protection, the physical industry of the cultural industry itself, such as newspapers, will produce a series of pollution, the integration of cultural industry and tourism industry will bring more people to flow and produce more pollution. Therefore, in the vigorous implementation of the road of cultural industry and tourism industry integration development must take the road of sustainable development to avoid generating a lot of pollution; the development and application process should put environmental protection in the first place. It is mainly assessed from the quantity of heritage preserved after the implementation of protection and the quality of implementation of protection measures. The scope of protection of material cultural heritage includes not only architectural heritage, but also streets, historical environmental elements, landscape patterns of villages, and

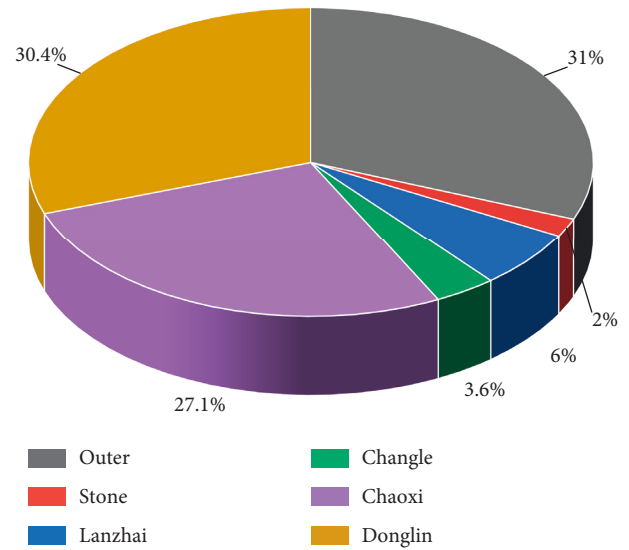


FIGURE 8: Rural cultural tourism needs to be optimized in part.

the functions they carry. The credit union building in the community is a 5-story modern building with a large volume and prominent location.

5. Conclusion

This paper takes ancient village tourism in western Guangdong as the starting point; it firstly analyzes the development status, advantages, and characteristics of rural tourism in Hainan and problems and causes of development. In the background of the Internet, with the help of the Internet, we can develop a new area for the development of Hainan International Tourism Island. In the background of the Internet, with the new technical means such as the Internet for rural tourism management, tourism technology, information technology, the real realization of the Internet thinking throughout the rural tourism industry achieve a new page in the development of rural tourism in Hainan Province. However, the process is long and inefficient, resulting in some houses not being repaired in time at the beginning of the problem. After the problem is expanded, it will take a lot of human, material, and financial resources to repair it, combined with the Internet to elaborate the problems and countermeasures of the development of rural tourism in Zhengzhou City. Through the study, it can be found that to make tourism develop into a new information-based tourism industry, it is necessary to combine the advantages of the Internet, collect big data and carry out tourism propaganda in the context of the Internet, and realize the integration of the Internet and tourism, to drive the traditional tourism industry to information-based tourism progress.

Data Availability

The data used to support the findings of this study are included within the article.

Conflicts of Interest

No competing interests exist concerning this study.

Acknowledgments

The 13th Five-Year Plan of Philosophy and Social Sciences in Guangdong Province is a special project of East, West and North Guangdong in 2020: Research on Heritage Protection and Cultural Inheritance of Ancient Villages in Western Guangdong under the Background of “Internet +” (GD20YDXZYS21); College Students Innovation and Entrepreneurship Training Program in 2020: Research on Digital Protection and Development and Application of Leizhou Ancient Village Architecture under the Background of “Internet +” (2021ZKYDCA39); College Students Innovation and Entrepreneurship Training Program in 2020: Research on Architectural Space Activation of Lingnan Ancient Village (2021ZKYDCA37).

References

- [1] V. Kutut, N. Lepkova, and S. Żróbek, “Immovable cultural heritage usage modes: theoretical approach,” *European research studies journal*, vol. 24, no. 1, pp. 1136–1151, 2021.
- [2] X. Xiao, “Exploration on productive protection of intangible heritage in the era of scene marketing,” *Journal of Frontiers of Society, Science and Technology*, vol. 1, no. 1, pp. 106–115, 2021.
- [3] H. Zhong, L. Wang, and H. Zhang, “The application of virtual reality technology in the digital preservation of cultural heritage,” *Computer Science and Information Systems*, vol. 189 pages, 2021.
- [4] V. E. Gibbon, “African ancient DNA research requires robust ethics and permission protocols,” *Nature Reviews Genetics*, vol. 21, no. 11, pp. 645–647, 2020.
- [5] M. T. Falk and E. Hagsten, “Visitor flows to world heritage sites in the era of i,” *Journal of Sustainable Tourism*, vol. 29, no. 10, pp. 1547–1564, 2021.
- [6] K. D. Minh, N. P. Bui, and T. M. Doan, “Towards developing the smart cultural heritage management of the French colonial villas in hanoi, vietnam,” *International Journal of Sustainable Construction Engineering and Technology*, vol. 12, no. 1, pp. 296–313, 2021.
- [7] I. Khan, L. Oliveira, A. C. Amaro, and A. Melro, “Sensing the territory as an opportunity for the promotion of cultural heritage,” *Journal of Digital Media & Interaction*, vol. 3, no. 7, pp. 68–91, 2020.
- [8] M. A. Nasser, “Media promotion and the forgotten heritage in the province of Guelmim[J],” *Journal of Advances in Humanities and Social Sciences*, vol. 6, no. 2, pp. 61–70, 2020.
- [9] J. Zhao, R. Wen, and W. Mei, “Systematic method for monitoring and early-warning of garden heritage ontology used in the Suzhou classical garden heritage,” *Journal of Environmental Engineering and Landscape Management*, vol. 28, no. 4, pp. 157–173, 2020.
- [10] W. Guan, L. Qiao, and K. Chen, “Dissemination of marine history and culture based on virtual museum technology,” *Journal of Coastal Research*, vol. 110, no. SI, pp. 150–153, 2020.
- [11] Q. Gao and J. Zeng, “Research on the reconstruction and renewal of the landscape space of industrial sites in post-industrial era: a case study of Guangzhou zilintang art town,” *Journal of Landscape Research*, vol. 13, no. 3, pp. 25–28, 2021.
- [12] N. Sharma, “Challenges faced by the Bhotias for their livelihood and preservation of culture,” *International Journal of Sociology and Anthropology*, vol. 12, no. 2, pp. 51–58, 2020.
- [13] E. Aydođdu, “Social networking sites as a tool for conservation of cultural heritage: the case of eskihisar (stratoniceia), Turkey,” *Kent Akademisi*, vol. 13, no. 2, pp. 185–202, 2020.
- [14] L. Bear, J. Feldman, and N. Avieli, “The politics of authentication in a UNESCO world heritage site: luang prabang, Laos,” *Journal of Tourism and Cultural Change*, vol. 18, no. 4, pp. 404–420, 2020.
- [15] E. Harrison-Buck and S. Clarke-Vivier, “Making space for heritage: collaboration, sustainability, and education in a creole community archaeology museum in northern Belize,” *Heritage*, vol. 3, no. 2, pp. 412–435, 2020.
- [16] M. Yang and Z. Y. Feng, “Comparative study on spatial forms of ancient waterside towns based on google earth pro—taking the examples of qingmuchuan, fenghuang and houliu in southern shaanxi, China,” *Journal of Environmental Science and Engineering B*, vol. 9, no. 3, pp. 12–22, 2020.
- [17] J. Wang, J. Wang, and A. Gou, “Colour fragmentation measurement in a historic area: using Shanghai Old Town as an example,” *Color Research & Application*, vol. 45, no. 5, pp. 926–940, 2020.
- [18] S. Némethy, T. Takács, L. Szemethy et al., “Collection, cultivation and processing of medical plants, herbs and spices in the Balaton Ecomuseum—herbal medicine as intangible cultural heritage,” *Ecocycles*, vol. 6, no. 1, pp. 52–87, 2020.
- [19] C. X. Wei and I. S. M. Radzuan, “Building condition assessment and preventive maintenance of the old shophouses in raub, pahang,” *Research in Management of Technology and Business*, vol. 2, no. 1, pp. 1280–1293, 2021.
- [20] R. Hudiyanto and I. Lutfi, “The meaning of village purification and worshipping water spring as A ritual to preserve the ecological sustainability of penanggungan sites East java, Indonesia,” *Jurnal Ilmiah Pendidikan Pancasila dan Kewarganegaraan*, vol. 5, no. 2, pp. 376–388, 2020.
- [21] L. Zhang, “Digital protection of dance of intangible cultural heritage by motion capture technology,” *Lecture Notes on Data Engineering and Communications Technologies*, vol. 85, pp. 429–436, 2022.
- [22] S. Ren, “Optimization of enterprise financial management and decision-making systems based on big data,” *Journal of Mathematics*, vol. 2022, Article ID 1708506, 11 pages, 2022.