

# Research About the Reconstruction of Rural Cultural Space from the Perspective of Cultural and Tourism Integration Take Xiaoxigou Cultural Tourism Town as a case

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**Abstract:** Rural cultural space is the embodiment of the cultural core of a village. The integrated development of rural culture and tourism has promoted the reconstruction of rural cultural space. Agricultural cultural space and daily life space have been transformed into commercial cultural space and tourism activity space, and the subject of cultural activities has become more and more diversified. Through the multi-level reconstruction of cultural physical space, activity space and institutional space, a path for cultural revitalization and tourism development can be found for rural areas.

**Keywords:** Cultural and tourism integration; Cultural space; Spatial reconstruction; Countryside

## 1. Introduction

Rural cultural space is the daily production and communication field in the process of formation of the spiritual and cultural life, is a spatial expression of rural cultural life form, concentrated reflection. Rural cultural space is a holistic concept covering cultural physical space, cultural activity space and cultural system which includes rural cultural facilities and sites, cultural activities, participate subjects and system supports. Cultural space in the physical sense refers to various facilities and places for villagers to carry out cultural activities. Cultural physical space refers to the development level of cultural space in terms of material entities. Cultural activity space is all cultural activities centered on residents. Cultural activity space is composed of activity groups, activity contents and activity space. Cultural institutional space refers to the upper level design of policies and systems related to the construction of cultural physical space and the holding of cultural activity space, which is the guarantee for the orderly development.

Rural Spatial Reconstruction is the change and reorganization of the element structure of the spatial system. The reconstruction of rural space is the external manifestation of the process of rural construction, and the focus of rural construction is more and more reflected in the cultural aspect. Rural tourism is essentially a cultural activity and a spatial activity. It is not only causes cultural collision and exchange, but also leads to the transfer and reconstruction of space. This paper aims to explore the process and influencing factors of rural cultural space reconstruction under the background of cultural tourism integration taking Xiaoxigou Cultural Tourism Town in Taiyuan City, Shanxi Province as an example, using the methods of field investigation and in-depth interview to analyze the cultural space reconstruction of Xiaoxigou village, so as to provide reference for Rural Revitalization and high-quality development of rural tourism.

## 2. Research methods and case profiles

### 2.1 Research Process

This paper conducts field investigation and in-depth interview on the reconstruction of cultural space in the process of cultural tourism integration development taking Xiaoxigou Cultural Tourism

Town as a case. First of all, the development status of the case was fully understood through field investigation and on-site filming. Secondly, interviews were conducted with local residents and businesses from three levels of cultural physical space, cultural activity space and cultural institutional space, and demographic questionnaires were filled in at the same time, focusing on the changes of Xiaoxigou Cultural tourism town. From September 2020 to September 2021, 5 members of the research team conducted 3 interviews, with a sample size of 63, and the average interview time was about 30 minutes. Then, according to the interview data, the characteristics, process and influencing factors of cultural space reconstruction in Xiaoxigou Cultural Tourism Town are analyzed.

## **2.2 Overview of the case**

Xiaoxigou Cultural Tourism Town is located in Dongshan district, Taiyuan City, Shanxi Province, 5 kilometers away from taiyuan city. In 2016, the abandoned mine in Xiaoxigou was transformed into a poetic home, with tourism and ecological construction carried out simultaneously. The first phase of the town has a building area of 23,000 square meters, which has attracted nearly 100 merchants to settle in, including specialty snacks from Shanxi Province, cultural and creative products, as well as snacks from Xi'an and Guangdong. The development of Xiaoxigou Cultural Tourism Town not only promotes the growth of local economy, tax revenue and the diversification of agricultural economy, but also absorbs a large number of surplus labor forces around it, drives the surrounding countryside to get rid of poverty and become rich, and creates a base for entrepreneurship and innovation, which has become the benchmark of characteristic towns in Shanxi Province.

## **3. The process of cultural space reconstruction**

### **3.1 Agricultural and industrial cultural space to commercial cultural space**

Xiaoxigou villagers have long lived a simple life, mainly farming and mining. Cultural activities closely revolve around agricultural production and mining production. Xiaoxigou Cultural Tourism Town is located in a former quarry where villagers mine ore during the off-farm season, a reflection of the interwoven agricultural and industrial cultures. Today, Xiaoxigou Cultural Tourism Town is full of shops. Local residents operate special snacks, recreational activities and leisure home accommodations, and the commercial culture occupies a dominant position. What used to be quarry has become commercial shops, agricultural production has become characteristic snacks and cultural and creative products sales, people are no longer observing the agricultural season, but the commercial activity system of holidays, agricultural and industrial cultural space has been transformed into commercial cultural space.

### **3.2 Living culture space to tourism culture space**

Before the development of tourism, people's activities in Xiaoxigou village were mainly daily life. Cultural activities are mainly based on daily folk customs, weddings and funerals and festival celebrations become the main contents. Only small shops and village squares are stable in the physical space of cultural activities, and the institutional arrangement of People's daily cultural activities is based on age festivals and folk customs.

After the development of tourism, the rural landscape has changed. Planning, design and construction management are all carried out around tourism and cultural activities. The whole Xiaoxigou Cultural Tourism town is filled with rural cultural atmosphere, and everywhere becomes a physical space for cultural activities. Daily life recedes to a corner of Xiaoxigou cultural space, tourism and cultural activities become the dominant. No matter the movies played in front of the stage, or the leisure environment provided by books and tea houses, tourism and cultural space functions are more important.

### **3.3 Single cultural subject to multi cultural subject**

The cultural subject of The Xiaoxigou Cultural Tourism Town has changed from former residents to multiple identities. On the one hand, local residents are undoubtedly the main tourism practitioners and operators. Residents contract shops or work in tourism management companies, which makes their identity and role more complicated. On the other hand, there are special snacks and cultural and creative products in all directions, as well as shops run by owners from Guangzhou, Xi 'an and other places. People come from different regions and carry a variety of cultures, which makes the subjects of cultural activities in Xiaoxigou more diversified and complicated. In addition, the arrival of tourists and the involvement of multiple investment teams have added cultural elements to Xiaoxigou. Tourists from Beijing, Tianjin and cities in Shanxi Province visit here and become temporary cultural space enjoying subjects, making the cultural space of The Xiaoxigou Cultural tourism Town in the dynamic development of continuous reconstruction.

## **4. The main factors of cultural space reconstruction**

### **4.1 Policy factors**

The strategy of rural revitalization and the reconstruction of rural cultural space have the same advantages in realizing cultural prosperity and revitalization, rural civilization and the transformation of traditional rural culture. Under the influence of the policy of rural revitalization, the reconstruction of rural cultural space has been accelerated. The project also responds to the call of the national policy of vigorously developing rural tourism and cultural industry to promote the reconstruction of rural cultural space. Yuci District, where Xiaoxigou is administratively located, has deepened the reform of rural collective property rights system, continuously consolidated the construction of beautiful villages and ecological civilization, worked out a new way for the development of Xiaoxigou according to local conditions, and has been exploring to build an intangible cultural heritage IP cluster relying on The Xiaoxigou Cultural Tourism Town .Therefore, policy factors are important factors affecting the reconstruction of cultural space in The Xiaoxigou Cultural Tourism Town.

### **4.2 Social factors**

Local villagers, surrounding enterprises and real estate developers play important roles in the development of The Xiaoxigou Cultural Tourism Town and the reconstruction of its rural cultural space. Xiaoxigou takes the health care project as an opportunity to implement the "one drag n" strategy, encourage villagers to participate in the project construction and share project dividends. At the same time, Xiaoxigou introduce social capital actively, sign contracts with Taiyuan University of technology, Shanxi Radio and Television Cultural Industry Development Co., Ltd, Xinzhou jingle County, Shanxi Cultural Tourism Hotel Management Group Co., Ltd. and other partners, and promote a number of units to be listed in The Xiaoxigou Cultural Tourism Town. The involvement of social groups has promoted the reconstruction of Xiaoxigou cultural space from multiple levels.

### **4.3 Enterprise factors**

The Xiaoxigou project is undertaken by Shanxi Dongshan Tourism Development Co., Ltd. The team in charge of the Xiaoxigou project has operated the Shuiyukou Ancient Village project successfully and has been committed to the development, planning, construction and later operation of the cultural tourism town and pastoral complex. In 2015, the company organized a professional team to start the site selection and planning positioning of the project. Xiaoxigou project has becoming the key investment attraction project in Yuci district in 2016 with the cooperation framework agreement by Yuci district government of Jinzhong City. Focusing on the new tourism

form combining rural cultural tourism and leisure vacation, the project team aims to create an ideal cultural living environment for people who can "see the mountains, see the water and remember the nostalgia" and a tourism and leisure destination for the display, protection and inheritance of Shanxi's traditional cultural heritage. After a series of measures taken by Dongshan Tourism Development Co., Ltd., Xiaoxigou's abandoned mine has finally become a lush and bustling tourist town.

## 5. Conclusion

Xiaoxigou Village tourism development process, is the agricultural culture space to the business culture and industrial culture space space transformation to the tourism culture, living culture space empty. In the process of the future need to constantly consider refactoring space important node, give play to the role of the productivity of space reconstruction.

The tourism development process of Xiaoxigou village is a process of transformation from agricultural cultural space and industrial cultural space to commercial cultural space, from living cultural space to tourism cultural space, and from single cultural subject to multi-cultural subject. The three transformation processes all reflect the reconstruction of cultural physical space, cultural activity space and cultural system space. Through the reconstruction of cultural space, Xiaoxigou has realized a gorgeous turn and found the path of rural revitalization and development, which is the result of the comprehensive action of political factors, social factors and enterprise factors. The development of the integration of rural culture and tourism makes the reconstruction of rural cultural space show more complex characteristics. In the future, we need to constantly think about the important spatial nodes in the reconstruction process and give scope to the productive role of spatial reconstruction.

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