

# Exploring the Current Status and Direction of Traditional Village Value Assessment Research Based on Citespace

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**Abstract:** Traditional villages are a valuable "gene pool" for the transmission of outstanding traditional Chinese culture. With the development of Chinese modernization and urbanization, the protection and development of traditional villages have received more and more attention from all levels and subjects of the State, and their value as carriers of history, culture and folklore has been generally recognized. However, there still exists a lack of public awareness of traditional villages, which has brought a great impact on the protection and development of traditional villages. As a result, research themes such as traditional village protection and development strategies, living heritage and centralized and contiguous protection are increasingly being paid attention to and evaluated by all sectors of society. The purpose of this paper is to analyze the knowledge mapping of the literature related to the value assessment of traditional villages at home and abroad through the application of CiteSpace software, to sort out and summarize the literature, and to discuss its future development direction in a targeted manner, so as to provide scientific guidance and reference for future research on the value assessment of traditional villages.

**Keywords:** Citespace, Traditional villages, Valorization.

## 1. Introduction

For a long time, the assessment of the value of traditional villages has been a complicated and difficult task for the State, experts and scholars. In recent years, the domestic research on the value assessment system of traditional villages has gradually matured, but whether it is applicable to most of the traditional villages has yet to be practically examined, coupled with the fact that the centralized and contiguous protection of traditional villages has been continuously paid attention to, whether the value assessment can truly promote the scientific protection and sustainable development of traditional villages needs further consideration.

## 2. Current Status of Research on Traditional Village Value Assessment System

### 2.1. General Research Characteristics

In order to ensure the authenticity and accuracy of the data when conducting the literature study, two databases, Web of Science and Cnki, were selected as the sources of literature in this paper, and the literature retrieval period was from 2012 to 2024.

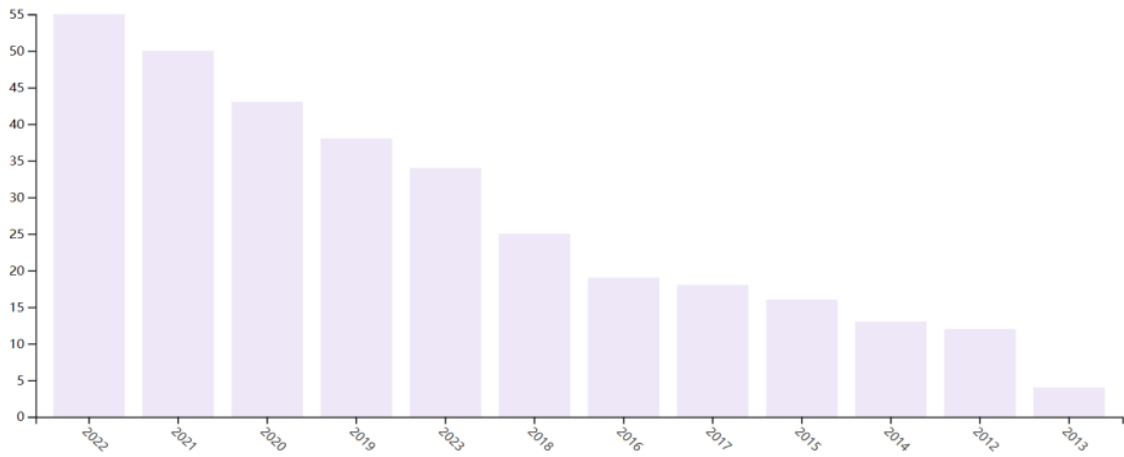
Traditional village" belongs to our country's proper nouns, so in the Web of Science for foreign language search, need to expand the search term for "historical and cultural town"" traditional village"" ancient village"" traditional settlement", after the search filtered out foreign traditional settlement". traditional village", "ancient village", "traditional settlement", and after searching, 312 literatures related to the assessment of the value of foreign traditional villages were screened out. After the search, 312 pieces of literature related to the assessment of the value of foreign traditional villages were screened.

In 2012, the first meeting of the Committee of Experts on the Protection and Development of Traditional Villages resolved to change the customary title of "ancient villages" to "traditional villages" in order to emphasize the cultural value and significance of the inheritance of traditional villages, and at the same time, most experts and scholars have also launched a lot of research on traditional villages. At the same time, most domestic experts and scholars have also launched a large number of studies on traditional villages. In this study, the search term "traditional village" was expanded to "historical and cultural village" and "traditional settlement" through Cnki's literature search on the value assessment of traditional villages in China, and 503 articles were retrieved. A total of 503 documents were retrieved, including 87 master's and doctoral theses.

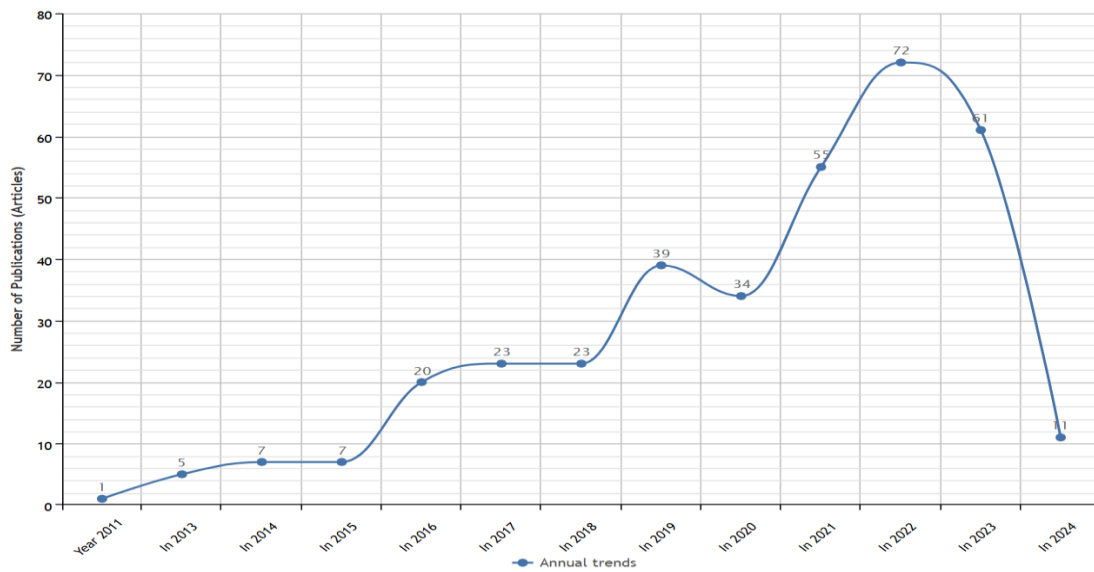
In this paper, keyword clustering and co-occurrence analysis were carried out on 312 foreign and 503 Chinese literatures using CiteSpace software, respectively, to present a more intuitive display of the contents and research focuses of the present studies on the value assessment of traditional villages.

#### 2.1.1. Volume of publications

The statistics of the number of literature publications can intuitively respond to the development trend of a discipline, which is an important basis for measuring the development pulse of a discipline. In recent years, research on the value assessment of traditional villages has gained wide attention in the international arena, and the overall trend has been on the rise. The number of foreign publications shows a single-digit growth in the period of 2012-2023, and reaches a peak of 55 in 2022, with an incremental increase in the number of publications (Figure 1). And the number of domestic publications during 2011-2024 also showed a progressive upward trend, reaching a peak of 72 articles in 2022 (Figure 2).



**Figure 1.** Annual Distribution of the Number of Literature on the Evaluation of the Value of Traditional Villages Abroad, 2012-2023



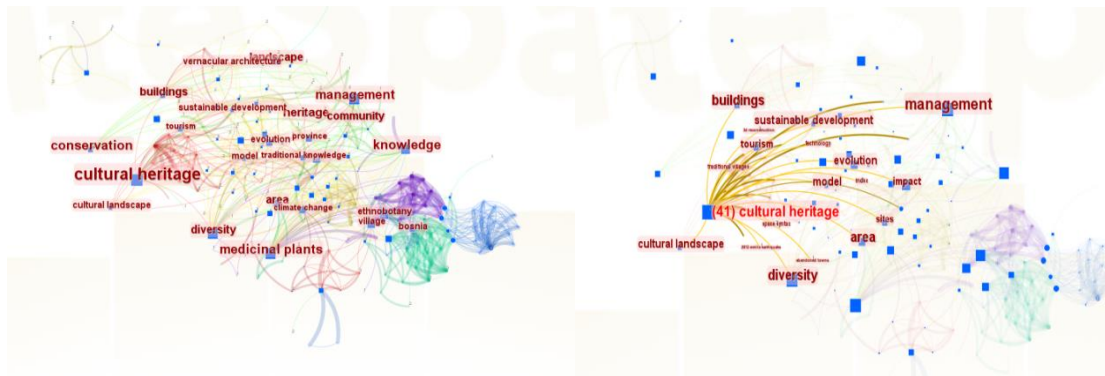
**Figure 2.** Annual Distribution of the Number of Literature on the Evaluation of the Value of Traditional Villages in China, 2011-2024

In the literature combing and data review, the study found that foreign experts and scholars pay more attention to the value assessment of cultural heritage pairs, historical architectural heritage, vernacular architectural landscapes, etc., and formulate a series of documents and charters, but published research is rare. While the domestic although late start, but due to the national and public attention to the value assessment of traditional villages continues to increase, the domestic experts and scholars in related fields published research on the rising trend is significant, and most of them are focused on the results of the dissertation research, compared with the foreign research is more in-depth.

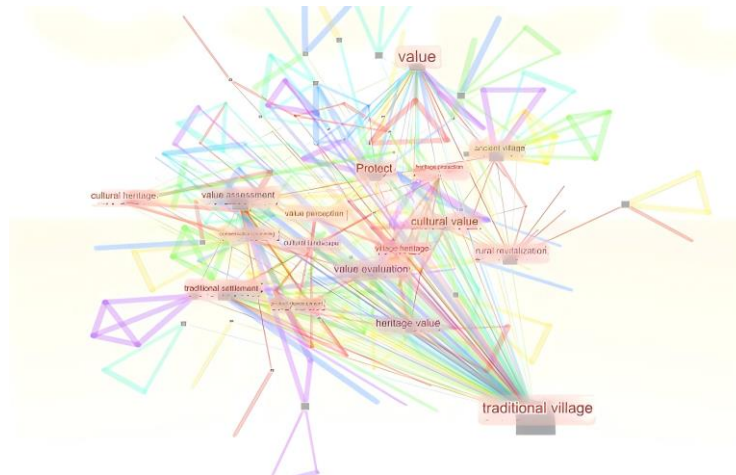
### 2.1.2. A hot research topic

Keywords will define the fields, subfields, topics, research questions, etc. included in the paper, which can quickly locate the research topics and research fields of the article. In this paper, when Citespace is used, the data related to the value assessment of traditional villages at home and abroad are calculated to generate the keyword co-occurrence map (Fig. 3 and Fig. 4). From the keyword co-occurrence map of the

value assessment of traditional villages in foreign countries (Fig. 3), it can be seen that foreign countries are more concerned with the value assessment of traditional villages as a kind of cultural heritage or historical architectural heritage, and are concerned with the ecological environment of traditional villages, the development of tourism, the dissemination of traditional village knowledge and the identity of the residents' community, while focusing on the protection of traditional villages. development, dissemination of traditional village knowledge and community identity of the residents, and at the same time focusing on the protection and utilization of traditional villages, especially on the management and sustainable development of traditional villages. On the other hand, under the guidance and promotion of rural revitalization and new urbanization in China, more attention has been paid to the protection and planning of traditional villages and historical and cultural villages, with an emphasis on regional ethnicity, focusing on the key role of cultural values in the protection and utilization of traditional villages (Fig. 4).



**Figure 3.** Co-occurrence of keywords in the assessment of the value of traditional villages abroad, 2012-2024



**Figure 4.** Domestic Traditional Village Value Assessment Keywords Co-occurring, 2012-2024

In addition, the study also conducts keyword clustering analysis for domestic and international literature (Figure 6). Keyword clustering can combine closely related keyword combinations into blocks, which can quickly determine the main research clues in the field to be studied. Cluster module value (Q-value) and cluster average contour value (S-value) are two important indexes for evaluating the quality of the mapping, and it is usually considered that a Q-value of more than 0.3 indicates that the cluster structure is significant,

while an S-value of more than 0.5 indicates that the clustering is reasonable, and more than 0.7 indicates that the clustering is convincing. After carrying out the keyword clustering analysis, it can be seen (Fig. 5) that the Q-value of clustering analysis of the literature related to the assessment of value of foreign transmission villages is 0.6548, and the S-value is 0.313, and the Q-value of domestic Q-value is 0.5568, and the S-value is 0.8803, and the analysis result surfaces that the keyword clustering this time is in line with the standard.

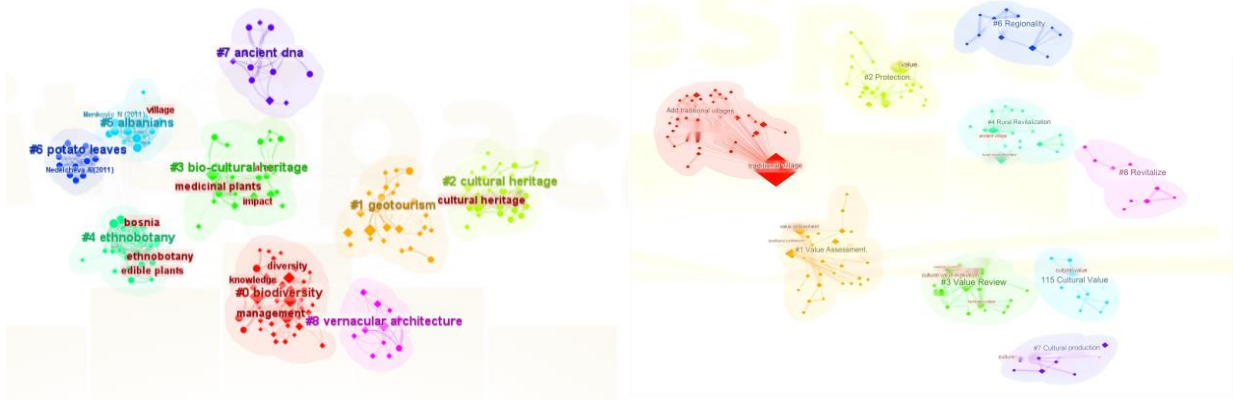
Timespan: 2012-2023 (Slice Length=2)  
 Selection Criteria: g-index (k=25), LRF=3.0, L/N=10, LBY=5, e=1.0  
 Network: N=270, E=951 (Density=0.0262)  
 Largest CC: 215 (79%)  
 Nodes Labeled: 1.0%  
 Pruning: None  
 Modularity Q=0.6548  
 Weighted Mean Silhouette S=0.313  
 Harmonic Mean(Q, S)=0.4235

Timespan: 2013-2023 (Slice Length=2)  
 Selection Criteria: g-index (k=25), LRF=3.0, L/N=10, LBY=5, e=1.0  
 Network: N=241, E=488 (Density=0.0169)  
 Largest CC: 207 (85%)  
 Nodes Labeled: 1.0%  
 Pruning: None  
 Modularity Q=0.5568  
 Weighted Mean Silhouette S=0.8803  
 Harmonic Mean(Q, S)=0.6821

**Figure 5.** Co-occurrence of keywords in the assessment of the value of traditional villages abroad from 2012 to 2024 (left in foreign countries, right in China)

From Figure 6, it can be concluded that there are 9 foreign keywords clustering results: cultural heritage, traditional village ecological diversity, geotourism, vernacular architecture, ancient villages and towns, etc., and there are 9 domestic keywords clustering: traditional villages, value

assessment, adaptive use, locality, rural revitalization, cultural heritage and so on. However, it should be noted that the calculation results of clustering may not be able to fully reflect the research focus.

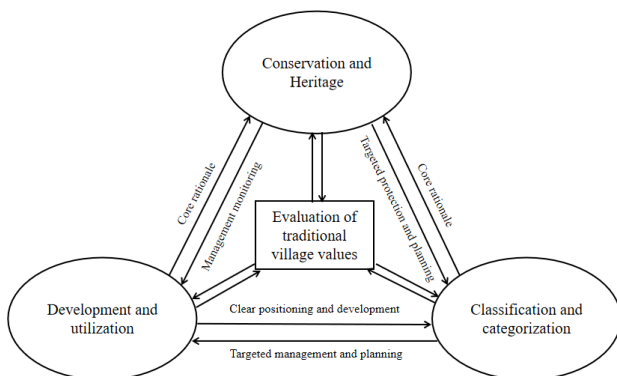


**Figure 6.** Clustering results of keywords for evaluating the value of traditional villages at home and abroad from 2012 to 2024 (left foreign, right domestic)

## 2.2. Main Research Content

### 2.2.1. Valuation objectives

Traditional villages are a synthesis of tangible and intangible cultural heritage, and value assessment plays a crucial role in judging the value content of traditional villages. Through the analysis of a large number of related literatures, the objectives of traditional village value assessment can be roughly divided into three aspects: protection and inheritance, development and utilization, and classification, which are complementary to each other and jointly promote the value assessment of traditional villages.



**Figure 7.** The relationship between protection and inheritance, development and utilization, and hierarchical classification of traditional village value assessment objectives

#### (1) Based on protection and inheritance

The protection and inheritance are of great significance to the sustainable development of traditional villages, and it is the core basis to support the development and utilization of traditional villages and the classification of traditional villages. Both domestically and abroad, the assessment of the value of traditional villages is based on protection and inheritance. For example, Lu Yuan et al. (2016) pointed out that it is considered that in the construction of modern rural areas, exploring the value of vernacular culture is of great significance for promoting the harmonious development of society, highlighting the characteristics of regional culture, improving the quality of the production and living environment, and promoting the sustainable development of the rural economy [1]. A A G Raka et al. (2018) examined the changes in the rural settlement of Sukavana Village, Kintamani Street, Bangli Regency through the examination of the changes and the status of unique values that can be maintained and developed, confirming the necessity of preserving traditional villages [2].

#### (2) Development and utilization as a demand

The value of traditional villages is diversified and irreplaceable, and the development and utilization of traditional villages are mostly used as a kind of tourism resources and bring certain economic benefits to the local area through resource endowment, but the realization of economic benefits also needs to be based on the premise of the complete presentation of the value of traditional villages. For example, Clare J.A. et al. (2018) study rural heritage tourism from the perspective of evolutionary economic geographers and get that cultural heritage tourism is a branching innovation trajectory through argumentation [3]. Yang Fuquan (2019) argues that no matter what kind of rural development is adopted, whether it is the introduction of powerful foreign companies to cooperate with the village community in tourism, or through the party branch + villagers' committees + cooperatives to carry out tourism operations, or villagers to run their own inns, or the development of the collective economy for the benefit of the villagers, the most important point is that the prerequisite is to retain the villagers, so that the villagers can jointly participate in carrying out the economic activities and cultural heritage of the community, so that the final result can be the economic and cultural heritage of the community, and so that it can ultimately be used for the development of the village. The most important thing is to retain the villagers and let them participate in the community's economic activities and cultural inheritance, so as to finally realize the revitalization of villages [4].

#### (3) Hierarchical classification oriented

At present, the protection of traditional villages at home and abroad is almost always based on "list protection", i.e., from some villages with historical and epochal values, villages with high historical and cultural values and well-preserved villages are selected, audited and evaluated, and included in the list of protection, for example, some foreign countries have graded historic and protected areas, historic cultural heritage and so on in accordance with the evaluation standards of world heritage. protection areas, historical and cultural heritage, etc. are graded. Such as London's conservation planning, in order to improve and enhance the value of the protected area for multi-level classification management, factors affecting the characteristics of the protected area to be removed, strict control of the nature of the use of new buildings and design, resolutely superficial, copycat antiquity. There are also corresponding studies on grading and classification in China, such as Kang Chenchen et al. (2023), on the basis of the current index system, constructed a traditional village cultural heritage value evaluation index system based on five dimensions of

traditional village historical environment elements, traditional architecture, siting and pattern, intangible cultural heritage and red cultural heritage, and adopted the Delphi method and hierarchical analysis method to determine the evaluation indexes' weights, and set the detailed indexes [5]. The Delphi method and hierarchical analysis method are used to determine the weights of evaluation indexes, and set detailed index assignment methods and grading classification standards; the scientificity and feasibility of the index system are verified through the case evaluation of 113 national-level traditional villages in Shaanxi Province.

### 2.2.2. Appraisal object

(1) Evaluation subject. Traditional villages do not have any innate value, but its value is given by human beings, so it is variable and subjective. There will be different presentations for different contexts, different time periods, different protection objects and different subjects, so it also shows that the accuracy, relevance and completeness of the value assessment depends on the subject of evaluation. Throughout the studies at home and abroad, most of the subjects of value assessment are represented by a panel of experts, who rate the relevant indicators according to their professional knowledge and assessment experience. The villagers who have been living here for generations are not only the main subjects in the traditional villages, but also should be the main objects of their value.

(2) Objects of evaluation. The objects of traditional village value evaluation at home and abroad are different due to the differences in national cultures, customs and so on. In foreign countries, most experts and scholars often take cultural heritage, historical buildings, rural landscape and so on as the object of evaluation, such as most European countries have carried out a large number of value assessment on cultural resources, religious beliefs and architectural structures of churches, castles and so on. In contrast, the country pays more attention to the research on village siting, overall layout, spatial form, architectural structure, traditional dwellings, ethnic skills, etc. of traditional villages, traditional settlements, ancient villages and historical and cultural villages.

### 2.2.3. Value assessment indicator system

The value assessment of traditional villages belongs to the basic research content in the study of protection and development of traditional villages, and the legal documents and their own village characteristics and environment are used as the reference standard in the assessment. The value assessment of traditional villages in foreign countries is mainly based on the "Six Recognition Criteria of World Cultural Heritage", while many scholars in China mainly assess the value of traditional villages based on the "Evaluation Indicator System of Famous Historical and Cultural Towns and Villages in China (for Trial Implementation)" and the "Evaluation and Recognition Indicator System of Traditional Villages (for Trial Implementation)".

**Table 1.** Criteria for the Recognition of UNESCO World Heritage Sites

standardized	Determination of the content of the criteria
I	A masterpiece of human creative intelligence
II	Demonstrate significant shifts in human values over time, or over periods of world culture, in architecture or technology, monumental art, town planning or landscape architecture
III	Civilizations that embody a cultural tradition, an extant or vanished civilization that is unique or at least exceptional
IV	Outstanding examples of buildings, architectural and technological complexes or landscapes representing significant stages in human history
V	As outstanding examples of traditional human settlements, land use or ocean use, representing a culture or human interaction with the environment, especially as the environment becomes vulnerable under the impact of irreversible change
VI	Buildings directly associated with events, living traditions, ideas or beliefs, works of art and literature of outstanding universal significance (the Committee is of the view that this criterion is best used in conjunction with the other criteria)

### 2.2.4. Value assessment process and methodology

(1) Evaluation process. The process of value evaluation needs to be carried out in accordance with planned routes and methods, and if the original process is left behind, it will result in complicated and confusing evaluation results. For example, the Operational Guidelines for the Implementation of the World Heritage Convention, adopted and promulgated by UNESCO at the first World Heritage Conference in 1977, integrates the theoretical basis of scientific system and uses highly generalized language to establish a set of strict, complete and highly operational and globally adaptable world heritage implementation system. On the other hand, the value assessment system of traditional villages in China is relatively patterned, which is usually carried out through five processes: determining the evaluation index system, weighting of evaluation indexes, scoring criteria, quantitative scoring of evaluation indexes, and calculation and analysis of results.

(2) Evaluation methods. The value assessment of traditional villages often involves multiple disciplines, fields and levels, but the environment in which each village is located is dynamically changing, and the geographic location also has differences, which determines that the research methods need to be moderately optimized and adjusted according to the actual situation. Foreign scholars often use a combination of quantitative and qualitative evaluation methods such as proposed, willingness-to-pay method, semi-structured interviews and scientific value-added, etc., and assess the value of traditional villages through 3D technology, GIS analysis and virtual reality. In the early stage of traditional village value assessment in China, the evaluation method is based on descriptive evaluation, and as traditional villages continue to deepen into multidisciplinary fields, the research methods combining qualitative and quantitative represented by fuzzy comprehensive evaluation method, semantic difference method, AH hierarchical analysis method, Delphi method and cluster analysis method have been gradually applied to the traditional village value assessment.

**Table 2.** Comparison of strengths and weaknesses of value-added research methods

Research methodology	vantage point	weak point
Fuzzy integrated assessment method	Highly quantitative, with clear and intuitive results	Weight determination is more subjective and computationally intensive
Semantic differential method	Quantitative indicators, easy and flexible scoring	Indicators are exaggerated and neutral indicators are easily overlooked
AH hierarchical analysis	Expert scoring, scientific and easy to use, qualitative and quantitative combination	Vector matrices are computationally intensive and complex
Delphi method	High accuracy and reference value of evaluation results	Highly subjective, with a few meaningful points easily overlooked
Cluster analysis	Systematic categorization for easy and more intuitive results	Results may be inaccurate due to data volume limitations

### 3. Analysis of Problems in the Research of Traditional Village Value Assessment System

#### 3.1. Valuation Objectives

(1) From the perspective of the goal of protection and inheritance. At present, the research on the value assessment of traditional villages has been relatively mature, but the value assessment has a set of fixed evaluation standard framework, to a certain extent, there will be a dynamic protection mechanism and supervision and management are not in place, and the fixed value assessment framework is designed for the whole, whether it can comprehensively reflect the real value of each village and has not yet been effectively demonstrated. In addition, in the protection and inheritance program of traditional villages, because of the difficulty in assessing intangible cultural heritage and tangible cultural heritage, the value assessment does not fully reflect the real value of the village, resulting in the neglect of protection and inheritance in the implementation process. For example, the Jiangwei City Ruins in Wenchuan County was announced as a national key cultural relics protection unit in 2006, but its protection and inheritance only stays at the level of national instruments, and its value has not been fully reflected in the actual protection and inheritance, and so far it has not been systematically and effectively protected, and it was severely damaged after the Wenchuan Earthquake, and the ancient city wall built next to it during the Ming Dynasty collapsed completely.

(2) From the viewpoint of the goal of development and utilization. The development and utilization of traditional villages based on value assessment can effectively realize the sustainable protection and inheritance of traditional villages, and even promote the development of tourism with the support of policies and funds from the state and local governments to achieve economic growth. However, in the actual development and utilization, due to the lack of funds or lack of corresponding policy guidance and other reasons, most of the traditional villages will appear to sacrifice the value of traditional villages to achieve economic development,

so that the traditional villages in the development and utilization of the gradual loss of national characteristics. And the destruction of the authenticity and value of traditional villages as a whole will backfire on the development of tourism. Such as the traditional village of Langtang County, Aba Prefecture, Segu Village, the village of Tibetan architecture features obvious, several hundred years of buildings in the village, the local government for the development and utilization of demand, will be a hundred years of buildings within the relocation of the original residents, but due to the lack of funds and the lack of policy guidance and professional guidance, resulting in the centuries-old buildings in disrepair and idleness, facing the risk of collapse, the value of traditional villages have been damaged and the protection and inheritance has not reached the goal, to a certain extent, but also limit its tourist attractions, and the value of traditional villages. The value of traditional villages has been damaged and their protection and inheritance have not reached the goal, and to a certain extent, it also limits the creation of tourist attractions. Therefore, the access conditions for the development and utilization of traditional villages need to be judged and considered according to the actual situation.

(3) From the point of view of the objectives of the hierarchical classification. In the merit selection of traditional villages, there is inevitably the objectification and fixation of the value of various types. At the same time, in the research with the goal of grading, most of the research lacks the test and optimization of the index system for assessing the value of grading, and whether it has universality, validity and operability is the main problem faced by the current research.

#### 3.2. Appraisal Object

(1) Assessment subjects. The assessment subjects of traditional villages at home and abroad are diverse. In the process of assessing traditional villages, foreign countries pay more attention to the importance of sharing decision-making among community stakeholders, while in China, more attention is paid to the expert-led assessment mode. However, it is worth mentioning that the expert-led assessment mode often ignores the real subject needs, and more often carries out the village assessment from a professional point of view, which is unable to systematically and comprehensively capture the dynamic, iterative and revitalising nature of the local residents and the historical environment and spatial layout of the traditional villages, thus weakening the participation of the diversified subjects, such as the local residents, skill inheritors, tourists, etc., and the real subject's will and needs. The will and needs of the real subjects are not interpreted, which makes it difficult to promote the protection and inheritance of traditional villages and even the destruction of traditional villages. Value assessment is very complicated, and different people standing on different positions can even come to opposite conclusions. In order to pursue ethical correctness, the first thing that should be satisfied or respected is the reasonable needs of the villagers and the village collectives, followed by how to satisfy the needs of tourists and the public, and lastly, the "professional needs" of the experts.

(2) Evaluation object. The structure of the type of object to be evaluated includes historical, cultural, architectural, artistic, social and other values, as well as their connection with the surrounding environment and social development. At present, international research on "intangible cultural



heritage" and "tangible cultural heritage" shows a diversified trend, while the excavation of its core values is rarely mentioned. It can be seen that in the development process of traditional villages, attention to the excavation of the core values of traditional villages and the status of core values in conservation and development will become one of the research focuses of traditional villages in the future.

### **3.3. Value Assessment Indicator System**

At present, the existing evaluation indicator system is almost based on national policies and experts' experiences, and its limitations on evaluation indicators have to some extent hindered the positive guidance of overall protection and development work. The common shortcomings of the existing evaluation indicators at home and abroad are the relative insufficiency of the excavation of regional characteristics and the great influence of human factors on the evaluation results. Therefore, the value assessment system needs to be supported by specific protection planning and dynamic monitoring, and the regional indicator factors and scoring criteria should be formulated according to the actual local situation. Value assessment of traditional villages from multiple perspectives may become a new research angle.

### **3.4. Value Assessment Process and Methodology**

(1) In terms of the value assessment process. Almost all domestic and foreign studies on the value assessment of traditional villages follow the established process and framework, which reduces many unnecessary links and improves the quality of the work. However, generally speaking, different value orientations and evaluation objectives will, to some extent, produce differences, characteristics and specificity in the evaluation process. If elements such as obvious geographical characteristics and strong purpose can be added to the original value evaluation process, the outstanding value of traditional villages can be captured more accurately. Taking UNESCO as an example, it classifies heritage into natural heritage and cultural heritage based on evaluation criteria on the basis of natural and human characteristics.

(2) In terms of value assessment methods. In fact, domestic and foreign countries have matured in value assessment methods, and the country has opened up the application of new technologies such as 3D and VR with reference to the exploration experience of foreign countries in data mining and digital experience of the value of traditional villages. However, the virtual technology will always have certain differences in responding to the actual situation, and even fail to adequately respond to the local advantages and value perceptions. Therefore, in the selection of value assessment methods, it is necessary to determine the research methods that are more applicable to the value assessment of a certain traditional village based on the comprehensiveness of the objectives, the diversity of the values and the breadth of the research field, so that the value assessment can be closer to the actual situation, and the evaluation results can be more precise, scientific and hierarchical.

## **4. Exploring the Research Direction of Traditional Village Value Assessment**

### **4.1. Focus on the Protection of Values and Their Carriers**

Traditional villages have the value of agricultural production for the benefit of the people, the ecological value of the unity of man and nature, and the value of village community life, and they are important carriers of the three living spaces. In the process of protection and utilisation of traditional villages, it is necessary to build a traditional village value assessment system based on the protection and inheritance of traditional villages, supplemented by the development and utilisation of traditional villages and classification, and to further highlight the potential significance and value of traditional villages through a comprehensive perspective and diversified assessment strategies. On this basis, it is also necessary to explore the interrelationships among the "three living things" based on the sustainable development concept of "three living spaces" and conduct in-depth excavation of their historical, cultural, scientific and artistic values, so as to realise the excavation of the core values of traditional villages.

### **4.2. Emphasis on the Main Role of Public Participation**

Integrating the resources of the participating subjects of traditional village value assessment is conducive to improving the systematic, holistic and professional nature of villagers' protection of traditional villages. The main body of traditional village participation mainly includes: public participation at the government level, participation at the villagers' level, and participation at the social level in three aspects. Firstly, it is the public participation at the government level, to strengthen the villagers' role as the main body of the government's assessment of the value of public participation in traditional villages, and the degree of public participation in the society should be fully considered when formulating protection measures. Secondly, it is the participation of the villagers, the public participation of the villagers is the backbone of the traditional village value assessment, we should make full use of the villagers' retention of the nostalgia of their homes and the guardianship of the villages to come up with practical and effective strategies for the protection of the villages. Finally, the participation of the social level, the social level in the process of rural revitalisation and the emerging development of rural tourism can continue to promote the assessment of the value of traditional villages, and in the coordination of the three parties involved in the construction of the value of traditional villages can play a positive role in the assessment system. In addition, the value assessment of traditional villages should also pay attention to balancing the participation of the evaluation subjects, as the partiality of any party will cause the bias of the assessment results and the relative marginalisation of the assessment.

### **4.3. Improving the Evaluation Indicator System**

Traditional villages are a complex organic system, with differences in historical and cultural background, natural ecological environment and spatial layout structure. In order to do a good job of assessing the value of traditional villages,

it is necessary to break through the constraints of the framework of the inherent policy system, such as the Operational Guidelines for the Implementation of the World Heritage Convention and the Indicator System for the Evaluation and Recognition of Traditional Villages (for Trial Implementation). Based on the actual situation of traditional villages, a targeted and operable evaluation index system should be formulated to enhance the spatial cognition and geographical identification of traditional village value assessment. At the same time, efforts to protect, monitor and manage traditional villages should also be stepped up, and the optimisation and validation of the assessment index system should be incorporated into the key aspects of traditional village value assessment.

#### 4.4. Expanding Research Methods

The research on the value of traditional villages has constructed different research levels and systems and explored the establishment of the evaluation system under the efforts of various experts and scholars, and most of the constructed evaluation index system is based on the summarisation and generalisation of similar literature and fieldwork research, combined with the hierarchical analysis method, Delphi method and other methods, and ultimately, the use of cases to verify the constructed evaluation index system. When determining the scoring criteria, most researchers will set up scoring intervals for their own indicator options according to the semantic difference method, and then scored by experts, which often results in serious homogenisation of indicator selection, making it difficult to accurately assess the value of the villages and affecting the applicability of the evaluation system. Therefore, the value assessment of traditional villages should work on the research methodology and pay more attention to the cooperation and application of multi-disciplinary and multi-disciplinary fields, such as geographic information system, typology, statistics, economics, etc. Only the combination of qualitative and quantitative analyses can make the value assessment more reasonable, systematic and comprehensive.

#### 5. Conclusion

Value assessment, as a key link in the protection and utilisation of traditional villages, is aimed at linking the dynamic development of villages, which is of great significance for the daily protection and management of traditional villages, improving the comfort of residents and promoting the sustainable development of villages. Through the Citespace analysis of traditional village value assessment research, this paper concludes that future research hotspots will focus on the construction of multidisciplinary integration of value assessment, excavation of core values of traditional villages, reflection of regional ethnicity in the value assessment of traditional villages, and revitalisation of

traditional villages for sustainable development. In addition, based on the analysis of Citespace, it is concluded that there are some deficiencies in the current traditional village value assessment system in terms of value assessment objectives, objects, systems, processes and methods, and it is proposed that under the background of rural revitalisation and new urbanisation, the research on traditional village value assessment should focus on the excavation of the core values of traditional villages, emphasise on the participation of the public subject, the improvement of the assessment index system and the expansion of the research methodology. It is proposed that the research on value assessment of traditional villages should focus on the excavation of core values of traditional villages, the participation of public subjects, the improvement of assessment index system and the expansion of research methodology, so as to establish a reasonable and universal value assessment system, and to provide a new methodology and approach for scientific protection and sustainable development of traditional villages.

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