

Strategies for Regeneration of Urban Villages in Hometown of Oversea-Chinese

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Abstract: Hometown of Oversea-Chinese is a special phenomenon in the history of Chinese near-modern development, mainly in the east and south coast of China. At the beginning of last century, a large number of coastal residents moved overseas for living. After decades of efforts, they invested back hometown to build houses. These residence layouts consist both local traditional culture and foreign features, forming a special landscape. In recent years, economic globalization has promoted rapid urbanization, which leads massive population flowing from rural to urban areas. Cities eroded the countryside field and evacuated the rural labor force, leading to a large number of abandoned deteriorated urban villages, including the hometown of Oversea-Chinese. This paper focuses on the regeneration of urban villages in hometown of Oversea-Chinese. With the influence of global industrialization and rapid urbanization in recent decades in China, a large number of Oversea-Chinese residence groups have become empty and decayed urban villages gradually. However, they are different from urban villages in other parts of China, as they have unique cultural features and historical value, therefore research on the regeneration of this type of urban villages not only contribute to local economic development but also is closely related to the hot topic of how to maintain cultural differences under the process of globalization. We surveyed their formation process, historical and cultural characteristics and put forward some strategies of regeneration from the three aspects of society, economy and environment: explore history culture to strengthen the bond with Oversea-Chinese, develop cultural and creative industries and appropriate tourism to promote economic activities and improve the environment by government-led planning.

Keywords: Globalization, Hometown of Oversea-Chinese, Urban Villages, Traditional Culture, Regeneration

1. Introduction

Economic globalization promotes rapid urbanization in China, which makes massive population flow from rural to urban areas. Cities eroded the countryside field and evacuated the rural labor force, leading to a large number of decayed urban villages.

Urban have undergone huge transformation under intensified inter-city competition in conjunction with economic and cultural globalization [13, 55]. In China a prominent feature in this wave of globalization is the rapid rural urbanization. The Pearl River Delta region is one of the most prosperous metropolitan regions in China as a result of production globalization and certainly it is the driving force in

Southern China. Local governments in each major cities in this region have devoted tremendous efforts in collaborating and competing with each other in creating a pro-development environment. Consequently, high speed industrialization and urbanization has resulted in loss of agricultural land [51, 54]. This sowed the seeds for the problem of urban villages [21]. For the development of urban economy, governments try to attract investment and construct various industrial parks, along with commercial and residential living facilities supporting, which lead to urban continuing to expand to rural areas, until surround the countryside, formatting the phenomenon in China urban villages. In term of urbanization and land redevelopment, an urban problem arises that is very unique to China. In China, land ownership in urban cities belongs to the state, and such land is commonly known as state

land. In rural areas, land belongs to farmers' collectives, which is collective land. After the urban land reform has commenced in the late 1980s, the state and local governments have been given the power to lease the use rights of urban state land for real estate development projects. But this power does not extend to collective land. To develop such collectives land or to lease out collectives land for non-agricultural purposes, local governments have to request the land from the farmers collective with compensation first. The more city encroachment becomes intensified, the more urban rural boundary becomes blurred. At the same time, buildings on such collectives land also become more and more expensive in terms of compensation. This leads to an interesting phenomenon that, when the city government is trying to request collectives land, they will choose farmland over building land on such collectives land for a lower compensation standard. This is because compensation for agricultural land is based on the value of agricultural output on land, whereas building land is compensated on the basis of property value. Once such agricultural land is converted into state land for redevelopment, this leaves some islands of collectives building land in the middle of the regenerated urban districts. That is formation of "urban village". Urban villages sprawl over various rapidly urbanized cities in China especially in Southern China [23]. Large tracts of agricultural land have been taken up by new construction; cottages have been demolished to make way for apartment buildings; and agrarian villages have given way to urban villages and new towns.

Hometown of Oversea-Chinese mainly refers to some regions Oversea-Chinese or their relatives more concentrated in China. The south and east coast of China, Guangdong, Fujian, Guangxi and Zhejiang province, due to many counties of Oversea-Chinese living abroad in history, become famous hometown of Oversea-Chinese.

Many Chinese and foreign scholars have done a lot of research on urban village regeneration. As Manole A. stated, urban regeneration aims to solve urban problems and make long-term improvements to the economic, social, and environmental conditions of an area [3]. And Mao analyzed that urban regeneration is the essential process of recycling urban land economically and reasonably through maintenance, renovation and improvements in local ownership, urban management and the socioeconomic well-being of local residents to change the geographical distribution of industrial and urban population. This process includes demolition to strengthen urban functions, improve quality of life, promote the healthy development of the city, renovate dilapidated buildings, thus creating a suitable working and living environment [27, 12, 10]. Hong Kong also faces the same problems, many industrial buildings are left vacant or under-utilized creating a huge wastage of land resources. Chief Executive of Hong Kong paid more attention to revitalizing old industrial buildings, hoping to boost local economic growth by enabling owners to revitalize their buildings as well as creating job opportunities and more usable floor spaces at competitive price for different trades [2].

In term of global economic integration and regional shifts in production chains, urban regeneration has become the primary

means of responding to economic recession [8] and population decline [45] plaguing former manufacturing city centres. A UK study defines urban regeneration as a comprehensive and integrated vision and action, which leads to solution of urban problems and which seeks to bring about a lasting improvement in the economic, social and environmental condition of an area that has been subject to change [33].

Such goals are highly relevant to the Chinese context, within which there has been considerable previous work on urban regeneration. Scholars have proposed solutions based on urban renewal models [49], urban infrastructure modernization [32] and strategic practice [44], to solve problems, such as over-development of old town areas, resource allocation imbalance and waste, social relation issues and benefit structural distortions, disintegration of a lot of old town communities [48], lack of identity in residential areas, lack of public spaces, high urban density, widening of roads, green area creation, and so on. These previous studies have shown that China has entered a certain stage of urban regeneration process. Current urban regeneration in China involves reconstruction of physical and human spaces based on accelerated economic changes, and a range of shifts in the social background, manifesting in temporal and spatial variations in the architectural landscape. Scholars have studied urban ecological landscapes considering ecological changes and characteristics, influencing factors, protection strategies, and other aspects. Because most urban land is built upon, scholars tend to study the urban architectural landscape, extending landscape theory to urban reconstruction [42, 7, 25, 57, 6].

However, much less emphasis has been placed on urban villages in hometown of Oversea-Chinese. They are different from urban villages in other parts of China, as they have unique cultural gene and historical value, therefore research on the regeneration of this type of urban villages not only contribute to local economic development but also is closely related to the hot topic of how to maintain cultural differences under the process of globalization. This paper will focus on the famous hometown of Oversea-Chinese, Southern District of Zhongshan City, Guangdong province, in which there are many highly representative urban villages. We surveyed their formation process, historical and cultural characteristics. By drawing on the revival experience of other two urban villages in Guangdong province, which namely Xiasha village of Shenzhen City and Donghua Lane of Foshan City, we reviewed the two regenerated examples and aim to explore some suitable regeneration strategies could apply on villages of Zhongshan City.

2. Globalization, Urbanization, Migration and Culture

Economic globalization and population urbanization are the two interactive processes in today's global social and economic development. In less developed countries and regions, economic globalization is producing the most important effect on fast-speeding urbanization. Due to globalization and urbanization are dependent on the spatial

flow of production factors, the rapid advance of globalization would have a significant impact on urbanization. Economic globalization has led to highly interdependent between countries or regions. The rapid development of transnational corporations and their high penetrative around the world economy, further development of the global labor division those make the original divided city system further integrate and form a new rating system structure involving the world-class city (London, New York), transnational-class city (Berlin), national urban (Shanghai, Beijing), regional and local level urban. According to the World Bank Annual Report data, in 1980, the level of urbanization in the world of high-income countries was 75%, while the level of urbanization in middle-income countries, lower middle-income countries and low-income countries was only 38%, 32% and 24% respectively. But by 1999, the level of urbanization in the world of high-income countries was 77%, while middle-income countries, lower middle-income countries and low-income countries, the level of urbanization respectively to 50%, 41% and 31%. By 2025, the level of urbanization will reach 83% in developed countries, and developing countries will reach 61%. By 2030, the global population will be over 8 billion, while the urban population will reach 5 billion, global urbanization level will raise to about 63%. Therefore, the developing countries urbanization is accelerating continuously, in which China is undoubtedly one of the fastest growing countries, where urbanization will continue to increase at an annual rate of about 1% forward, and by 2020 China's urbanization rate will reach 60% [18].

Globalization, the international flow of capital, goods and services, in particular has changed the ways we are beginning to understand migration. There can now be multiple places of origin (depending on marriage, children being born, etc.) and multiple destinations. Migratory flows and trends are highly context specific and vary according to the broader social, political, economic and policy environments they occur. In the last half-century, the movement of populations has been marked by a set of policies that advocate free markets and trade. These policies in the 1970s and 1980s were labeled as the new world order of globalization that brought about a greater mobility of capital and labor with distinct implications for people and cities [38, 39]. Footloose capital moves wherever it is cheaper to produce goods and services, and that includes new locations within or across national borders.

Similarly, since the 1990s the export orientation of the economy turned China into the manufacturing plant of the world, and entailed a massive movement of rural populations to cities, where local and foreign investors set up manufacturing plants to produce for export. The rural people displaced to cities for economic reasons, and moving in search of jobs are referred to as the "floating population". In the first years of the twenty-first century, China's urban population experienced an especially sharp increase, from 36% of the total population in 2001 to over 50% in 2012 [43].

Western culture relying on a strong economy is in the continuing globalization. Especially in the United States, promoted by a new international strategy, the English culture

is becoming a hegemonic culture to global expansion. How to deal with the impact of globalization, the protection and development of traditional Chinese culture is a popular academic topic of great concern in China today.

Since China economic and social development lagged behind Western countries decades ago, in order to catch up with the developed countries as soon as possible, Chinese started the process to learn from the West. By comparison, we saw the foreign strengths, while ignoring our own strengths. Reflected in the attitude of the culture, western culture was considered a symbol of modernization and Chinese traditional culture was considered should be eliminated. Many people appeared a kind of national inferiority mood. In recent years with Chinese economic development, cultural self-confidence restored, people are increasingly aware of the need to protect Chinese traditional culture and global integration.

From a different aspect of thinking, we can consider globalization as an external drive of traditional Chinese culture revival. China has a large number of oversea emigrants, and the cultural identification needs brought by globalization make Chinese traditional culture become an external power of oversea Chinese to find their home culture. Regardless of nationality, Chinese emigrants' identity and root culture is still the Chinese culture. On the view of emigrants current reality life, the needs for survival and development make them quickly recognize the host country's politics, but in the cultural, they can only really identify Chinese culture. In a multicultural background, the needs for exploring and return to the traditional culture has made Oversea-Chinese become an important power in the revival of traditional Chinese culture. Based on this reason, the attention and consideration of the Confucianism first raised in overseas, and promoting Confucian culture hit back to the mainland.

On the other hand, globalization also helped to show the world the value of Chinese traditional culture. We could observe and understand how the foreigners treat Chinese traditional culture and seek methodology reference of our thinking of the traditional culture from their attitude towards Chinese culture. For example, from the writings of LaoZi, foreign thinkers discovered the initial idea of ancient Chinese to the universe generation. They also found the thought of environmental protection which is of great significance for today, especially they saw the correct relationship between human being and the environment. Only to treat the impact of globalization on traditional Chinese culture scientifically and dialectically and to take advantage of it actively, could we carry forward of traditional Chinese culture under the globalization.

3. Methodology

Four research methods have been conducted in this paper during the year 2014 to 2016, namely literature induction, case study, fieldwork and comprehensive analysis.

We consulted more than 80 articles at home and abroad including five aspects: a), The literature of urban village reconstruction in China; b), The literature on the revival of the old industrial cities abroad; c), Urban planning documents

related to urbanization and urban village; d), Historical information about the life of Overseas-Chinese; e), Historical documents of Guangdong Province and Zhongshan City. The formation process and the historical characteristics of urban village in Zhongshan City were analyzed based on these data.

Based on the common features of the hometown of Overseas-Chinese in Guangdong, we visited 6 urban village reconstruction cases in recent 3 years, namely Xiasha village in Shenzhen City, Huangpu village in Guangzhou City, Shawan village in Guangzhou City, Lunjiao village in Foshan City, Donghua lane in Foshan City and Sanxi village in Zhongshan City. Each village was conducted more than one visit to the field. We interviewed the village government to understand the overall idea of the revival, the specific operation methods and the effect. And some villagers were randomly interviewed in each village, half of them were migrant workers, the others were local residents. So that their feelings could be validated with the government strategies. Some of these cases are successful while others are negative. At last, two examples of Xiasha village in Shenzhen City and Donghua lane in Foshan City were selected and the similarities and differences of the two cases were analyzed.

Fieldwork method is mainly used in the villages in Southern District of Zhongshan City. We undertook a very thorough investigation in the urban villages during these years. Not only to survey the history and culture of these villages, but also every street lane has been felt on many occasions. We paid specific attention to different types of residence everyday routines and practices in the village, in order to gain first-hand impressions of their emotional and habitual dwelling in rural life. A lot of valuable historical buildings and houses were measured and drawn, beautiful decorative patterns were collected. More than 20 sets of historical architectural mapping and 300 decorative patterns were collected. The investigation focuses on four issues, a), The history and culture of these villages; b), The residential space characteristics and community environment; c), The economic development type; d), residents' desire for development, including economic and environment etc.

We gained a large number of first-hand information through investigation. Comparing with the data of two cases above, we try to find out some successful and suitable development way for Southern District of Zhongshan City and propose some regeneration strategies.

4. Urban Villages Regeneration in China

The urban villages occurred earlier in the Pearl River Delta than in other parts of China [53]. As provincial capital and one of the 14 coastal open cities, Guangzhou has attracted a considerable share of foreign investment since the 1980s. This has stimulated massive migration to its newly established labor-intensive industries. The urban area of Guangzhou has expanded remarkable in the past 30 years. A great number of villages at the fringes of the city have been swallowed up by regular urban development and consequently became urban villages.

With the global economic slowdown in recent years, urban regeneration is already a global issue, but also is the new drive to enhance the economy. In Britain, for example, in the 1990s began to advocate urban regeneration policy. City has become a source of economic dynamism, its energy is hoped to radiate outward from the core, not only benefit urban residents, but also benefit the surrounding area, to achieve overall sustainable development. Urban regeneration in the West mainly means the revival of decaying industrial cities. In China, it is also part of the transformation of the old industrial cities similar to the West, while in the southeast coast of many emerging cities, an important part of urban development is to regenerate a large number of urban villages.

China has been emphasizing expansion and scale, while ignoring potentiality and efficiency, to meet the increasing pressure on urban land and the demands of urban development. To guarantee sustainable development and ease the supply and demand for land, the Chinese government began regulating urban regeneration as a means to establish intensive and efficient urban development patterns. In the preform era, the main motivation for Chinese urban regeneration was to prevent the aging of urban infrastructure for example, by removing dilapidated buildings and improving living conditions. Currently, urban regeneration is mainly driven by China's profound social and economic changes and the population's increasingly sophisticated infrastructure requirements [6].

4.1. Urban Villages in Hometown of Oversea-Chinese

In summary, the concepts above are brought together in a unique phenomenon in the focus of this article, which is the formation of urban villages in hometown of Oversea-Chinese.

Hometown of Oversea-Chinese mainly refers to some regions Oversea-Chinese or their relatives more concentrated in China. The south and east coast of China, Guangdong, Fujian, Guangxi and Zhejiang province, due to many counties of Oversea-Chinese living abroad in history, become famous hometown of Oversea-Chinese (Figure 1).



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Figure 1. Hometowns of Oversea-Chinese concentrate in four provinces.

Hometown of Oversea-Chinese formed in the late nineteenth century. Early emigrants were forced to live in

foreign countries mostly because of the war, they had no assets and very little contact with domestic families. During early twentieth century till 1940s, because of improved economic conditions, there was a sudden surge in the number of population going abroad, and the proportion of returned Oversea-Chinese and relatives of Oversea-Chinese quickly increased. Overseas remittances became the main source of income of the relatives in hometown. In addition to funding the domestic relatives of daily life, the Oversea-Chinese built houses for families living, and donated to set up education and public welfare in their hometown.

In recent decades, with accelerated urbanization and rapid expansion of the city, a large number of people living in hometown of Oversea-Chinese lost their arable land, they have to moved out to new buildings in the city to make a living, leaving a large number of vacant houses. The original flourishing and wealthy hometown of Oversea-Chinese have become decline urban villages. For instance, in the famous hometown of Zhongshan city alone, there are currently 800,000 Oversea-Chinese, leaving countless old houses. These old houses not only have Guangdong traditional functional layout and traditional carved decoration, but also absorb a lot of construction experience and decorative techniques of the host countries, forming a special pretty scenery distinct from other Chinese countryside.

Urban village decay also appeared in the hometown of Oversea-Chinese inevitably such as Guangzhou, Zhongshan, Foshan, Jiangmen and other cities, in which there are a lot of vacant deteriorated urban villages. The situation of urban villages in hometown of Oversea-Chinese is more complex than in other places. In addition to the issue of land ownership mentioned, it is also because the owners of a large number of old houses have emigrated for many years, and it is difficult to contact them or they neglect to take care of the houses, which results in a large number of fine old houses vacant for a long time. For example, according to the latest survey results of Foreign Affairs Bureau of Zhongshan city, it has shown that there are total 813 vacant old buildings belonging to Oversea-Chinese, with an area of 68012.93 square meters, in which 398 are dangerous, with an area of 46, 488 square meters, and 225 are owner less vacant dangerous, accounting for 43% of the total area of vacant old buildings [24].

4.2. Particularity of Urban Villages in Hometown of Oversea-Chinese

Only in the beginning of the new century did the municipal government of Guangzhou start to take care of urbanized villages and their related problems. The challenges posed by urbanized villages were new phenomena, and the ways to cope with them were laying totally in the dark. Many interwoven factors make the approach complicated from all kinds of perspectives: urban planning, urban management, social administration, supervision and security, and economic upgrading. Even though urbanized villages were relatively small spatial units within the city, their redevelopment was connected with extremely high transaction costs [41, 40, 37].

The core of urban village regeneration is the redistribution

of interest derived from land appreciation among main stakeholders, and their joint commitment via a collaborative partnership is the key to the successful project implementation. [56] It is associated with the district's industrial restructuring, emphasizing on variety and the consideration of local conditions. Either the government or the villagers are hoping to enjoy the dividend of land appreciation as soon as possible and to demolish the villages and use land for commercial development seems to be the most time-saving way. So in most parts of China, currently the most prevalent urban village regeneration way is entire demolition of old buildings.

However, this approach can not be applied on the urban villages in hometown of Oversea-Chinese because of its specificity. This is mainly reflected in three aspects: Firstly, urban villages in hometown of Oversea-Chinese have special culture, which is the bond of affection between a large number of Oversea-Chinese with the motherland. Demolishing the old villages is just like erasing compatriots' childhood memories, which will damage their cultural belonging seriously. The general impression of the conversion and restoration strategies as a sustainable approach is to recover existing buildings while avoiding the construction of new ones. So Mundo J. mentioned the importance of refurbishing a historic building with an efficient use, so architecture could serve for a useful purpose and not only for decoration. The historic importance of the city area should not be forgotten [16]. Secondly, the architectures of urban villages in hometown of Oversea-Chinese are the products of a particular historical period, also are the historical records of efforts of overseas nationals, with high historical heritage values. Building style is an important element in the sense of history in a place where the design of building changes through time. Finally, after nearly a hundred years, a tradition for generations, it is indeed difficult to find the right homeowners of many old buildings. This is exactly the reason of a lot of old houses spared demolished being reserved.

Urban regeneration can be a very general term that covers more than just redeveloping built structures, although physical regeneration of the built environment is an integral part [22]. Urban villages regeneration is the most vivid example to guide people to cherish the history and culture, especially for children and young people, so that they can have the opportunity to walk in the history of their homeland. It is very conducive to the formation of cultural identity. Just as Petra Hauke said, as non-renewable resources are decreasing, reusing and recycling are going to become increasingly necessary in the future. Therefore, urban village regeneration of hometown of Oversea-Chinese must find its own way.

4.3. Analytic Review of Two Case Studies

Here we selected two successful villages revival stories, Xiasha village in Shenzhen city and Donghua Lane in Foshan city. There are two reasons to select these cases: Firstly, since they are both located in Guangdong Province, not far away from Zhongshan City which contribute to later major studies, they have the common geographical characteristics. Secondly, they are also hometowns of Oversea-Chinese, especially

Foshan Donghua Lane, whose historical status of culture is quite considerable similar to Zhongshan. So it will be helpful to research the regeneration of Zhongshan villages through the two case studies. (Figure 2)



Source: Download from <http://www.wwbj.net/ditu/>

Figure 2. Location of three cities.

4.3.1. Xiasha Village of Shenzhen City, Guangdong Province

Xiasha village, located in Shenzhen Bay, belongs to Futian district, Shenzhen city, is across the sea to Hong Kong. Currently collective land area is of about 0.35 square kilometers. There retained some historical sites such as Historic monuments Xiasha arch, Huang Siming temple, Yang Chen Hou temple, Buddha statue, etc. 30 years ago, Xiasha villagers lived on farming, fishing, oyster living, sunrise and sunset for generations, where the vast Shenzhen Bay is their survival world. It is one of the largest urban villages in Shenzhen. Rent from immigrant workers is the most important income of the villagers despite the dividend. Houses were expanded or rebuilt to maximize floor space for leasing and land, often at the expense of public space, cleaned up to build factories. Obviously, this development did not follow any planning prescriptions of Shenzhen City. In 1999, there were 6798 people living in Xiasha village, of whom 79% were outsiders [50]. They are mostly farmers from underdeveloped provinces neighboring Guangdong, making a living in Shenzhen, in lower educational levels and poor economic environment. Their rent get local residents to rich but at the same time, different lifestyle and living standard from the local population make them conflict often with local villagers even with them each other. Aggregation of these migrants bring great pressure on the local administration. Like other urban villages in Shenzhen, Xiasha village has become to be regarded as a hotbed for unlawful activities including illegal construction, prostitution and drug trafficking.

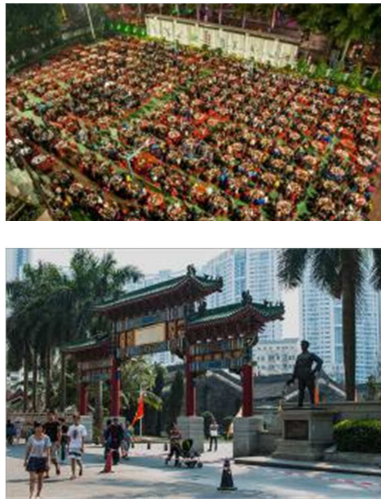
The introduction of the Redevelopment Master Plan institutionalized all construction related to urban villages. At the district level, the redevelopment of Xiasha village is guided by the 11th Five Year Plan of Futian District, urban villages Redevelopment for the 11th Five-Year-Plan of Futian District, the Futian District Plan and Layout Plan. The introduction of this district-level legislation has demonstrated

local authorities' initiatives to reinforce the "state-led" paradigm in urban village redevelopment. The Futian FYP has highlighted a local strategy for development. It is associated with the district's industrial restructuring, emphasizing on variety and the consideration of local conditions. Xiasha village will be transformed into a site for urban tourism, accommodating cultural, commercial activities and residence with strong local characteristics. Based on this strategy, the Futian urban villages FYP details the location of development sites, their size and the way that the redevelopment will be organized. In the case of Xiasha, the redevelopment covers a total area of 33 ha, or 673 buildings, and 45, 667 population. The village, together with another 12 settlements, is put under the category of comprehensive revitalization, which includes a series of projects on providing new amenities, improvement of existing social facilities and elimination of water pollution. The whole process will be implemented in stages. From a planning perspective, the Futian District Plan and Layout Plan have provided land use references on the redevelopment of Xiasha village. This suggests that any land use changes in Xiasha should comply with the mixed land use designated.

Planning paid more attention to the maintenance and reconstruction of village communities, especially concerned about the cultural heritage research and protection of cultural differences. These included (a) increased accessibility by adding pedestrian bridges and new traffic links with Xiasha's surrounding areas; (b) building a promenade to link Xiasha and the nearby mangroves to promote tourism; (c) adding underground facilities such as car park; (d) improving the cultural square; (e) widening and a face-lift for some streets in the village; (f) demolishing some old blocks and redeveloping the site into a hotel-commercial-residential cluster including a building which is to be the new landmark of the village; and (g) building European style houses to replace existing residential buildings. These are to be implemented in separate stages [14].

Today in Xiasha village, everything, including trees with leafy grounds, hotels, name brand clothing streets, cultural squares, stadiums, swimming pools, shopping malls and other necessities, could be found. Therefore most of the plan executed? The rich folk culture and customs, commercial tourism such as lion dance, dragon dance, martial arts, opera performances, have become a major feature and a model of Shenzhen urban villages regeneration. Especially in Xiasha village Lantern Festival, eating poon choi is spectacular and world-rare. Its big poon choi feast broke the Guinness Book world record in 2002, and has attracted many domestic and overseas tourists and Huang clan relatives. The custom has been listed as a national intangible cultural heritage. (Figure 3 (a) and 3 (b))

This was the first official move to demonstrate Shenzhen Government's determination to tackle the development of urban villages in a new aggressive manner. A new "state-led" paradigm is thus being constructed [14].



Source: Download from Baidu image

Figure 3. (a) *Xiasha poon choi feast broke the Guinness Book world record in 2002;* (b) *Xiasha village streetscape*

4.3.2. Donghua Lane of Foshan City, Guangdong Province

Foshan was a place merchants gathered in the Qing Dynasty, and many famous families were living here. Donghua Lane is the most complete ancient street in Foshan, which also was the residence of officers or wealthy dating back 150 years of history. It is also the best preserved neighborhoods of the Qing Dynasty in whole Pearl River Delta, even in Guangdong Province. Being the rare materials to study of architecture and living customs of Lingnan region, the cluster was designated as a municipal heritage conservation units in 1989 and a national key cultural relics protection units in 2001.

Donghua Lane is located in Chancheng District. In early-Qing Dynasty, the Governor of Sichuan province moved here and renovated his mansion grandly to more neat and beautiful. In late-Qing Dynasty, another wealthy Oversea-Chinese family, HongKong "Guang Mao Thai" Foreign Firm founder, moved into the middle of Donghua Lane and made their mansion renovated. As well military secretary's brother was living in the north side of the lane. Furthermore, Lingnan Painting School representative established "Zhilu Painting House" here engaging in the creation and teaching. For a time, influential people from different sectors of society came back and invested in the village, officials, wealthy businessmen and celebrities gathered living here, which makes Donghua Lane worth being called the "First Street of Lingnan region".

Donghua Lane area renovation began in 2008, under the support of two levels of government of Foshan City and Chancheng district, according to the overall planning, HongKong RuiAn Company launched the Foshan Lingnan Tiandi project on February 28, 2008. This project will transform the Donghua Lane area into comprehensive district with culture, tourism, residential and commercial, repairing the ancient buildings in the way of "repair the old as the old", but using the modern techniques. The entire planning area is of 520,000 square meters, with a total construction area of 1.5 million square meters.

Foshan Lingnan Tiandi project made the Donghua Lane area and Foshan Temple area as the main development spindle, with modern techniques. It protected and rehabilitated 22 ancient buildings and many excellent historical buildings with typical Lingnan residential architectural style, in order to extend the historical streets and create the appropriate scale and open space. On Architectural details, it made full use of the Lingnan architectural features such as arcade, pot-ear style gable, ridge tiles, carved eaves, winding streets, so that the historical and cultural context of Foshan city can be passed and given new vitality.

Within the district the project focused on building four commercial streets: (a) Temple-Donghua Lane business district, based on Foshan traditional old business tourism shopping and consumption; (b) Renmin Road sports professional Street; (c) Fuxian Road Pedestrian Street, with the traditional Arcad-style features focusing on folk custom tourism shopping; (d) Songfeng Road commercial Street, with antique travel features. Meanwhile Lingnan Tiandi will fully explore the cultural characteristics of In Foshan, the hometown of opera, pottery, martial arts, food and others, the introduction of various cultural facilities and amenities has made it a showcase of Foshan essence of urban culture. With historical and modern elements blended harmoniously, Donghua Lane has become a new landmark of Foshan cultural.

Donghua Lane has a total length of 112 meters, and the roads are clean and smooth, just like on both sides of the houses. Both architecture and decorative materials are very particular. The buildings have four characteristics. First, the pot-ear style fire-prevent gable can avoid adverse impacts on neighbors once on fire; the second is cyan-blue granite slab for the road, making the streets clean and beautiful; the third is the water-mill cyan-blue brick wall, adding the sense of ancient and elegance Fourth, the housing structure is mostly the style of three-room-width with two corridors, which is the very typical layout of Lingnan houses. (Figure 4 (a) and 4 (b))



Source: Photograph by the authors

Figure 4. (a) *pot-ear style gable;* (b) *Donghua Lane streetscape.*

4.3.3. Conclusions from the Two Case Studies

From the two cases above, we generalized the analysis from three dimensions respectively, social, economic and environment. We summed up regeneration strategies through

the three aspects, as well as the role of government, social organizations or enterprises and individuals in these policy strategies. Some common experience can be applied to other villages with similar requirements.

Table 1. Xiasha village of Shenzhen City.

ASPECT	CATEGORY	STRATEGY	ROLE OF THE ACTORS		
			Government	Organization or Enterprise	Individuals
Social	History	Focused on rebuilding the shrine and St. Paul, attracted overseas relations to return to the place	Investor	Participants investment	Participants comments
	Culture	Flourished traditional culture, hold public events, attracted tourists to the area	Policy guidance	Investor	Participants
	Community	The majority of the population is foreign tenants, improved public spaces to enhance social interaction	Policy guidance	Management/Maintenance	Participants management
Economic	key Industries	Real estate, rural tourism	Policy guidance	Investor	Participants investment and management
	People's livelihood	The tenants benefited from low cost of living	Policy guidance	Management/Maintenance	Participants management
Environment	Overall Plan	Increased and widened roads, increased commercial real estate, underground parking and theme commercial streets	Investor and Policy guidance	Participants investment	Participants comments
	Community Environment	Maintained living standards and scale, increased the area of housing, improved parks and green	Policy guidance	Investor	Participants management
	Architecture Environment	Demolished some old buildings and built much more new constructions, European style	Policy guidance	Investor	Participants investment and management
Effect		Strong flavor of life, low cost of living, the quality of the environment improved, appropriate tourism development			

Table 2. Donghua Lane of Foshan City.

ASPECT	CATEGORY	STRATEGY	ROLE OF THE ACTORS		
			Government	Organization or Enterprise	Individuals
Social	History	Historic, many ancient legacies, preservation and restoration, attracted tourists	Investor	Participants investment	Participants comments
	Culture	Mined celebrity culture and folk culture, heritage crafts, attracted tourists	Policy guidance	Investor	Participants investment
	Community	Most of the inhabitants emigrated, mostly are foreign business tenants	Policy guidance	Management/Maintenance	Participants management
Economic	key Industries	Tourism, cultural and creative industries	Policy guidance	Investor	Participants investment
	People's livelihood	Mainly operated on tourist shops such as restaurants, folk art shops	Policy guidance	Investor	Participants investment
Environment	Overall Plan	Retained the original roads, increased public spaces, improved the overall environment quality	Policy guidance	Investor	Participants comments
	Community Environment	Retained appropriate scale and standards, clean, nice green and landscape	Policy guidance	Investor	Participants comments
	Architecture Environment	Retained traditional LingNan style, Looked coordinated and unified	Policy guidance	Investor	Participants investment
Effect		Became the city's new business card, had nice environment and successful development of tourism, but had not strong breath of life			

As can be seen, to achieve the revival of urban villages, improvement of social, economic and environment are inseparable. To find out the development strategies through the three-pronged is sustainable revival way.

On social aspects, the two cases both captured the historical

and cultural protection. They attracted overseas folks by mining and promoting local folk, then stimulated tourism development.

In terms of economic, modest development of rural folk tourism and historical cultural tourism could not only improve

economic but also convert urban village to cultural oasis, icing on the cake for the city. Meanwhile, the creative and cultural industry is suitable for urban village, particularly to carry out in urban villages in hometown of Overseas-Chinese. Because it is convenient combining with folklore, crafts and history, does not require large-scale traditional large industrial sites, and easy for product promotion by means of tourism. Therefore, cultural tourism and cultural and creative industry are effective strategies for economic development of the urban villages.

Environmental improvement is the material basis of the above, to enhance the quality of the environment not only benefit local residents, but also conducive to attract investment and achieve sustainable virtuous circle.

During the course of implementation, the role of the government, enterprises and individuals is also inseparable. Policies of cultural protection, economic development orientation and environmental planning all need government take the lead. At the same time, they are inseparable from social, business, and public participation. Every aspect plays an important role in their respective positions.

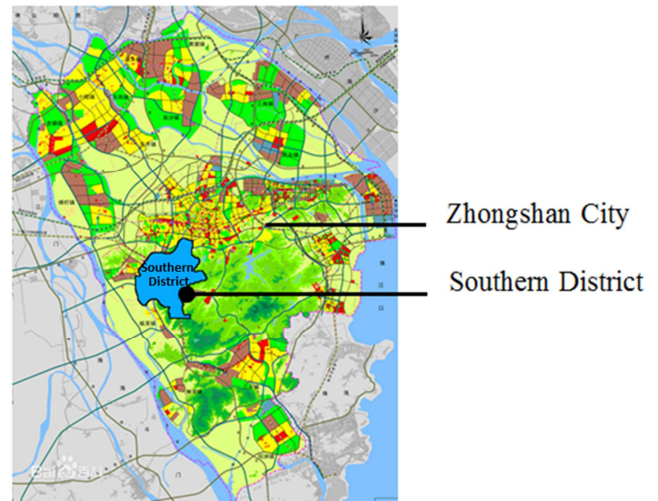
So we can conclude that, although there is no doubt that the transformation of historic industrial facilities and the utilization of cultural amenities have led to increasing economic vitality by means of new retail investments, and land and property prices [55], whilst to achieve the desired effect, the government must lead the development of an overall plan first of all. This preference for replacing bottom-up with top-down transformation has been enshrined in the 2007 Urban-Rural Planning Law, which for the first time integrated the planning of urban and rural areas under a single regulatory framework. Prior to this, village planning had been governed by the Regulations for the Management of Village and Town Planning and Construction, a statute that was inconsistently enforced. Scholars and policy makers have characterized this prior period as a time of chaos, when bottom-up village development often went forward without a village plan and existing plans were either ignored or so rudimentary as to be ineffective [17, 52, 28].

4.4. Regeneration of Urban Villages in Southern District of Zhongshan City

Zhongshan city, Guangdong province, a famous hometown of Oversea-Chinese, is located in the middle of the Pearl River Delta, named after Sun Yat-sen in 1925 to commemorate him. In mid-19th century, a large number of expatriates of Zhongshan flourished in Australia and Southeast Asian countries. They are currently residing in five continents, 87 countries and regions. It has more than 800 thousand people, known as “folk village” in Guangdong Province (Cantonese) and Oversea-Chinese hometown’s reputation. Zhongshan is a national historical and cultural city, and the Xiangshan culture originated from Zhongshan is an important source of Chinese Culture in Near-Modern Times.

This paper mainly research on villages of Southern District of Zhongshan. Southern District is located in the south of Zhongshan City (Figure 5). The area is 49.14 square

kilometers, administer 10 villages, and resident population is of 66.6 thousand people, among whom household population is of 25.3 thousand. In Southern District, 40,000 Oversea-Chinese have lived in 30 countries and regions in the world, and it is the most important Oversea-Chinese hometown of Zhongshan City. For instance, Shachong village, Zhuxiuyuan village, as well as Hengmei village, in the heart of Southern District, the villagers are not a lot, but population of their overseas relatives in the United States, Canada, Australia and other places is several times more.



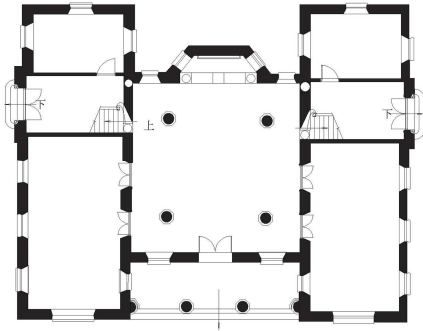
Source: Download from Google Map

Figure 5. Southern District is located in the south of Zhongshan.

4.4.1. Architecture and Decoration

Southern District retains many cultural and historical monuments and Western-style buildings, for instance, Gongjian Ironcity Lianggong shrine, Song Emperor ruins and ShiLang's hometown memorial arch, Wenge tower and Wenbi tower, a champion plaque and Runner-up tomb, Anti-British Memorial jetty, Moonbridge, and Xiamaling pavilion, former residence of Yang Xianyi, father of the Chinese Air Force, former residence of Ma YingPiu, Chinese department store pioneer, former residence of Guoshi family, Peixun hall and so on. Their hard working not only earned wealth, but also brought back Nanyang construction techniques and decorative styles.

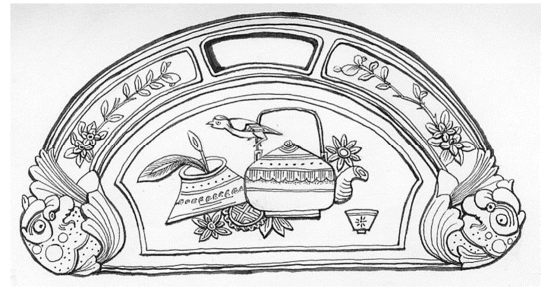
These buildings are important carriers of local history and culture, because they recorded generations grown up with hardships, recorded a huge evolution of the rural life of the southern Chinese coast during that historical period, and also recorded the track of Western architecture and decorative culture from Europe to Southeast Asia and then to Chinese countryside. They are important historical and cultural witnesses having non-renewable cultural value. For example, for the Peixun hall, a very famous building in Southern District, its plane plan follows the traditional Lingnan layout, with three main vertical spaces connected by two transverse corridors, while its facade appears European classical features, such as Roman column, arch, gable sculpture and dome etc. (Figure 6 (a), 6 (b) and 6 (c))



Source: Photograph and drawings by the authors

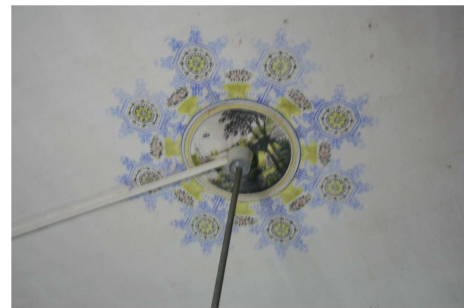
Figure 6. (a) Peixun hall; (b) Peixun hall plane; (c) Peixun hall façade.

A large number of houses are decorated more interestingly. As Wang Li mentioned in the study, as the Oversea-Chinese hometown, emigrants brought back the style of host country buildings to home, including a variety of design concepts, design methods and new materials, technologies and construction and so on, which are reflected on the window lintels decoration. Residential builders chose to accept these new cultures with an open mind and tolerance, combined with their traditional culture, it is the best interpretation of culture compatibility of the houses [47] (Figure 7). The compatibility is also reflected on other parts of buildings, for example in Meixin Lane 53, (owner was living in Australia from 1920s), the top ceiling is painted pine and magpies at corners, and inside enclosed circular with eight snow pattern, in which there is the exotic scenery: towering trees, masts sails, faint castle, all in yellow-green color uniform, so that Western and Eastern culture is so cleverly and naturally split without sense of abrupt actually, for which I could not help thinking of "art without borders." [46] (Figure 8).



Source: Drawings by the author

Figure 7. Window lintels decoration.



Source: Photograph by the authors

Figure 8. Meixin Lane 53 decoration.

4.4.2. Culture and History

Southern District has a long cultural blend history, which is the birthplace of Xiangshan civilization. One of the four Song Dynasty loyalists Mananbao, Xiangshan Ironcity chief architect LiangXiFu, and Yang Xianyi, father of the Chinese Air Force, as well as a pioneer of department stores in China, and other rich historical and cultural resources, blending with Western culture together, create a distinctive Overseas culture, business culture and celebrity culture in the Southern District.

Business philosophy of Zhongshan membership celebrity is most represented by Sun Yat-sen "Taking Agriculture as the warp and business as the weft", and ZhengGuanYing "Thought of Trade war". According to statistics, during 1830-1900, in the flourishing cities such as Shanghai and HongKong, in the United Kingdom commercial firms, Zhongshan membership compradors accounted for 90% of the total. In the four most famous modern business department store in China that time, the founders are all from Southern District, and these business celebrities had a significant impact on Near-Modern China.

4.5. Guidelines of Urban Villages Regeneration in Southern District of Zhongshan City

There are many similar aspects of the two previous cases with Zhongshan South district, they are both hometowns of Oversea-Chinese, they have similar cultural backgrounds and development path, location and level of economic development is also approximate. Therefor learning the successful experience of the two cases, with its own characteristics, we could find some strategies of revival for Zhongshan Southern District villages. (Table 3)

Table 3. Southern District of Zhongshan City.

ASPECT	CATEGORY	STRATEGY	ROLE OF THEACTORS		
			Government	Organizatioor Enterprise	Individuals
Social	History	Historic, many ancient legacies should be preserved and reused, will attract middle and small firms and tourists	Investor	Participants investment	Participants comments
	Culture	Celebrity culture, folk culture and heritage crafts should be mined, will attract middle and small firms and tourists	Policy guidance	Investor	Participants investment
	Community	Mostly are foreign tenants, need rebuild the neighborhood	Policy guidance	Management/ Maintenance	Participants management
Economic	key Industries	Historical and cultural tourism, Cultural and creative industries, Real estate	Policy guidance	Investor	Participants investment
	People's livelihood	Cultural and creative park, theme dining, theme hotel, tourist shops, rentals	Policy guidance	Investor	Participants investment
	Overall Plan	Improve the overall quality. beautify the road, increase public spaces, restore waterfront landscape	Policy guidance	Investor	Participants comments
Environment	Community Environment	Appropriate scale and standards, clean, nice green and landscape	Policy guidance	Investor	Participants comments
	Architecture Environment	Retain traditional LingNan style, look coordinated and unified	Policy guidance	Investor	Participants investment
Expected result		Has strong flavor of life and beautiful environment, Become new cultural business card of city and the culture and creative industries base			

4.5.1. Social Aspect: Explore History Culture and Strengthen the Bond with Oversea-Chinese

Culture has begun to assume unprecedented significance as a means for resolving political as well as socioeconomic problems of cities in the deindustrialization process and has moved to the very center of the urban policy agenda. As Zukin stated, culture, at last, has become the business of the 20th century city [58]. This role is particularly important when culture is viewed as an important tool for increasing the competitive advantage of cities within a global context. Evans explores the relationship between culture and regeneration in three categories. These are “culture-led regeneration”, “cultural regeneration” and “culture and regeneration” [9]. While the first category covers the cultural events and flagship projects as the symbols and catalysts of urban regeneration, the final one reflects disintegrated approaches in urban policy. Following this categorization, cultural regeneration is supposed to be the ideal approach for initiating integrated approaches that utilize culture as a tool of social and economic development.

As for culture of Southern District of Zhongshan city, celebrity culture, folk culture, architectural culture should be fully utilized and mined.

In the aspect of celebrity culture, Southern District has a long cultural blend history. Their tribe descendants are all over the world. To fully exploit these historical figure's life story and achievements, to renovate their old houses and showcase the achievements of these celebrities, and at the same time to showcase residential life of the beginning of the last century, will be very attractive for the majority of diaspora people’s roots trip.

In the aspect of folk culture, Gold dragon dance is popular in Southern District, which has a total length of 63 meters and 23 sections, composed of faucet, dragon, tail and a pearl. Gold dragon is characterized by volume of mighty tall and gorgeous color, and it could “change color” from gold at daytime to light green yarn dragon at night. When the dragon travels, band including percussion, flute, strings and other instruments are playing together. New Year is the beginning of Gold dragon dance, when people gather in the streets following with the "floating color", Lion dance, Crane dance and other folk art

team converging to a large parade team from the West suburb, they started walking along the road to Sun Yat-sen Memorial Hall, appearing the bustling and peaceful festive atmosphere. A few days after the Xie Zao day at end of the year, Southern District people accustomed to select a day to have festive dinner together. The whole family is very lively, and married women also come back home. Visiting the flower market is another entertainment content of Zhongshan Southern District in New Year's Eve.

In the aspect of architectural culture, villages in Southern District are the largest and most concentrated best-preserved clusters, with the best building quality and the highest artistic value. In addition residential areas, there are many historic public buildings, such as the nearly century-old ZhuXiu Park Central Primary School. These old buildings can be reused for tours by conversion, which not only generate economic benefits but also transport the traditional culture. The reuses of buildings can be grouped into three main categories, which are residential, commercial and institutional/cultural use [1]. There are still many old abandoned factories at the main streets of some villages. They are also the witness of rural development, although they have not so long history. Industrial heritage has also been related to tourism. According to Patin [30], the legacy of industrial heritage is the product of economical mutations, causing industrial sites to be abandoned and factories to be replaced by waste lands. This legacy comprises a great number of valuable buildings, structures and sites. By giving a new use to those buildings, we could decrease the deterioration or loss of our industrial heritage. Many industries that once flourished have now become decadent because of economic, political, health and social changes. According to Hidalgo [15], commitment and innovation must be the basis for decisions that intended to rescue this legacy [16].

Culture has been employed in urban regeneration programmes through the culture-led approach, such as cultural quarters, cultural infrastructure (museums, thematic and heritage parks, etc.), and cultural events (festivals, exhibitions, etc.). Given the uniqueness of the cities as part of the 21st century orthodoxy, culture-led regeneration puts the local governments one step further in the competition for attracting people [9, 11, 13, 58] by promoting tourism, encouraging business enterprises, securing inward investment and revitalizing the local economy. Culture-led approaches, in this form, are particularly relevant to post-industrial development [55].

4.5.2. Economic Aspect: Focus on Development of Cultural and Creative Industries to Promote Economic Activities, Develop Appropriate Tourism

Cultural and creative industries include radio, television, animation, audio, media, visual arts, performing arts, craft and design, sculpture, environmental art, advertising and decoration, costume design, software and computer services and other aspects of the creative community.

In recent years the notion of cultural industry has been taken up by policy makers in China, where culture is now

recognized as a significant regional and urban development tool [29, 36]. The current (12th) Five-Year Plan (2011-2015) further identifies culture industry as a pillar industry. At the same time, culture-related urban regeneration has also caught the attention of policy makers.

Zhong Shan Cultural & Creative Industry Association (ZSCCIA) was founded in 2013 for the purpose of enhancing the market competitiveness of industries and products, improving the cultural and creative design level, and upgrading the industrial transformation services. It aims to accelerate the city change from "Zhongshan Manufacture" to "Zhongshan create", and to achieve that industry relies on creative design, and creative design implements industrial value.

As to Southern District, there will be two types of projects: One is a government project and fund, and in most of the projects it will collaborate with an international organization for experts and fund, and normally the selected houses will be of historical significance. Two is a local private ownership, the owner is the only source funding the project, with decision making on the choice of function and the degree of building intervention. Which usually reform the ordinary residences into small creative design units and other commercial bodies. This category is most prevalent and lacks control by the authority. To solve this problem, local government can build a large platform for regular events, holding large exhibitions, for example make the old factories into cultural and creative parks, to promote the exchange of these middle and small firms.

At the same time, appropriately develop cultural tourism and rural tourism. Relying on the existing natural and cultural resources of Southern District, the tourism mode could be "creative and cultural + architecture landscape + human history". Including to build the public car parks at main village entrances, to transform the existing vacant industry buildings into hotels and other service facilities, space before the plants into public open space, street shops continuing to operate to enhance the appearance, multi industry driving the urban villages regeneration is entirely feasible.

But tourism development should be appropriate and not excessive commercialization, and should not lose their local characteristics and affect the lives of local residents.

4.5.3. Environment Aspect: Government-Led Planning to Improve the Environment

Environment gentrification is more beneficial to tourism. First of all, government should make the overall planning. On the basis of fully listening to the views of professionals and the public, government take the lead, with public actively participation, including land distribution, streets layout, building function, municipal facilities, disposal of dangerous houses, overall style positioning, the main landscape, greening and beautifying the environment and other areas. Avoiding fragmentation of the chaos in post-implementation appears and ensuring the reduction and inheritance of Oversea-Chinese hometown flavor.

Nice environment is also an important measure to enhance

the city's competitiveness. Just as Begg mentioned, the concept and definitions of urban competitiveness have been evolving through time with different emphases. In early research, the concept and definitions of urban competitiveness emphasize the economic dimension [4, 19, 35]. Later, roles of other factors, such as innovation and knowledge, the Information Communication Technology sector, the physical environment, quality of life, and sustainability are given more attention when defining urban competitiveness [5, 26, 34, 35].

To increase public open space is very important to maintain community relations, because the quarter component creates a friendly and neighboring environment. The social bonding is very strong among the residents because of their daily or weekly private and public gatherings for religious, social and cultural events. The authorities must exercise a degree of control and regulations on the popular trend on building adaptive reuse [20].

River is another rare congenital condition of urban environment, because waterfronts are important resources for creating economic boosters such as tourism, business development and inward investment; and culture may provide a profitable and powerful instrument for city governments to acquire a competitive advantage in a world marked by globalization [55].

5. Discussion

Compared with the previous two cases, Southern District of Zhongshan has lots of advantages such as longer history and strategic location, large cultural tourism value, rich tangible and intangible cultural heritage resources and huge space. On the other hand, there are also disadvantages such as less development condition, lack of talent, lack of overall roadmap of protection and development of historical and cultural resources.

The foregoing two cases also faced the same problems initially. They have been resolved through the government-led action. First, by overall planning the government determined the main development direction, then invested or introduced enterprises investment to enhance the quality of the environment. On this basis, a lot middle and small firms are active in watching can be mobilized, achieving healthy function at last.

In the first stages of reform and opening up, the Chinese government's main focus was on economic growth and in the realms of urban planning, which is on urban expansion by expropriating former agricultural land from the peasants living in villages surrounding the city and covering those green fields with buildings. For the expropriated farmers, only around 10–12% of their village's territory was left, usually comprised only of their own residential areas. Even deprived of their sources of income, the remaining village collective was further managed by the village committee and the village collectives. Traditionally, the villages had no construction regulations, and as a result they built up their areas according to their needs with no formally established land planning. In order to cope with the new situation as landless and jobless

farmers, they started renting out their remaining residential properties to the migrant workers who floated into the villages in search of cheap accommodation [37]. Sharing the rent gap between the decreasing value of the buildings and the increasing value of the urban land due to its central location still defines the motivation of regeneration.

Government involvement in urban villages regeneration has been quite limited, and the lack of favorable policies and incentives has led to a lack of private investment, because it is a large investment for a long time, slow effect, and certain risk economic behavior. All of these, including the old residential road, drainage, electricity, gas, internet and other modern life and communication facilities, need investment to improve. However, future profit expectations depend on the local economic development. If there is no unified planning and implementation of programs under the guidance of the government, by just relying on private investment to transform scatter, it is difficult to have desired results and to see the benefits of private investment. So the present situation is that neither government nor private investment is in the stop watching.

In addition to insufficient hardware environment, people's concept is also an important factor in urban villages regeneration. Due to lack of modern life facilities, many young people who grew up in these villages do not recall old buildings, and hope to move out as soon as possible, so a lot of old houses reduced mass rental or damaged. At the same time, lack of the guidance of traditional culture aesthetic, many young people do not understand the values of the urban villages, let alone love and appreciation. The main lesson learned from the case studies is the critical role of the government in implementation through the strategic coordination of policy aims, instruments, stakeholders and interests through out the implementation process. Although the government could have used hard policy instruments to force the realization of the regeneration policy, they mainly used soft policy tools and focused on coordination.

6. Conclusion

Regeneration of urban villages play a important role in the rapid development of China. Government plays an important role in regeneration of urban villages and also achieving sustainability although there are implementation gaps between policies and practices in urban villages regeneration. In this paper we analyzed the strategies of two urban villages in hometown of Overseas-Chinese, and applying to other similar places. It has many positive effects such as land resources conservation, reduce energy consumption, provide employment opportunities and promoting economic development. The revival strategy can not be generalized. China is vast with multi regional culture, different urban villages should combine with their own characteristics to find a suitable development path.

In this paper, we chose two villages in hometown of Overseas-Chinese as specimens, summarized and analyzed the specific circumstances of their revival. Then we outlined

some experiences in three aspects that can be applied to other similar Overseas-Chinese hometown villages.

Firstly, in social aspects, establish the government-led development model. Government plays a role mainly from policy development, infrastructure construction, organization of community participation, coordinating relations, and creation of a business environment. In term of government-led social optimal allocation of resources, let the market play its fundamental and continuing role of the market and the government complement each other.

Secondly, in economic aspect, emphasis on the business model of cultural guide and market-oriented operation. put overseas-Chinese cultural background in the first place of regeneration, which will be the brightest spot different from other urban villages in China. Cultural and creative industries combined with moderate tourism development is a successful practice which could try the application.

Last but not least is sustainability. The economic sustainability is basis, the ecological sustainability is condition and the society and culture sustainability is the purpose to urban villages. If we target aims to traditional and modern cultural integration firstly, followed by multicultural investment planning and pay more attention to marketing strategy finally, it will facilitate the urban villages revival greatly.

Anyway, the strategies are proposed on base of observation and analysis. It need long-term practice to test whether the strategies effective or not.

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