

Rural Planning Ideas Under the Development of Tourism Industry Demand

Taking the Planning of Folk Architecture Nodes in Jingxin Town of Hunchun City as an Example*

Guanghu Jin
School of Engineering
Yanbian University
Yanji, China

Abstract—As a necessary part of the rural revitalization reform, rural tourism needs to meet the diverse needs of people's rural tourism through effective planning methods. This has become an important issue to be considered in the planning and design of folk areas. The rural planning of Jingxin Town of Hunchun City is based on the concept of "retrospecting traditional folk customs and highlighting local characteristics", and the principle of "protecting folk customs, optimizing spatial layout and combining folk culture", making full use of the cultural advantages of ethnic areas and folk architecture, folk culture and scenic spots in the planning of the whole village so as to dig the unique cultural heritage of this region, improve the overall quality of the village and promote the common development of the rural planning and tourism industry.

Keywords—Korean folk custom; tourism industry; planning ideas; Jingxin Town

I. INTRODUCTION

Rural revitalization is a major strategy put forward by the party and the state in the new era. Rural tourism is an important part of rural revitalization. Inheriting rural culture is the spiritual soul of rural tourism. On the road of rural revitalization, rural tourism will become a breakthrough, and the exploration and development of rural culture will become inevitable.

Hunchun City is the window for the development and opening of Changjitu. The rich Korean customs and unique location advantages provide unique conditions for the development of Hunchun's tourism industry. As a national key town and an economic and ecological town in Jilin Province, Jingxin Town plays an important role in the development of Hunchun City's tourism industry. Tourists' tourism behavior is a kind of cultural consumption behavior. Therefore, tourism resources must have unique historical complex, folk culture, regional culture, ecological landscape, etc. However, as a cultural carrier, the folk architecture planning and design makes a relatively lagging contribution to Hunchun tourism. In this context, how to create a Korean

folk culture atmosphere through effective planning means, rural tourism to meet people's needs, promote sustainable rural development, and restore rural vitality, the planning and design in ethnic areas has become an important issue to consider. Taking the planning of folk architecture nodes in Jingxin Town of Hunchun City as an example, this paper discusses the influence of folk building node planning on the development of tourism industry in ethnic areas, in order to provide reference for other similar areas in China.

II. REGIONAL OVERVIEW

A. Superior Location

Jingxin Town is located in the southeast of Hunchun City, Yanbian Korean Autonomous Prefecture, Jilin Province, and downstream of Tumen River (referred to as the Douman River). It is the junction of China, North Korea and Russia and is the core area of Northeast Asia. The southeast is connected to the town of Baodgorbang in Russia's Primorsky Territory. The southwest is adjacent to North Korea's Ender County and Pioneer County across the river. It is only 15 kilometers away from the Sea of Japan. It is a chicken singer and three kingdoms. Sanjiang takes its name from the Korean transliteration of the junction of three borders. (see "Fig. 1")

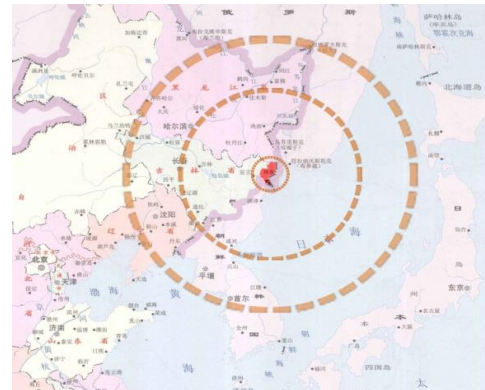


Fig. 1. Area location map.

*The 13th Five-Year Science and Technology Project of the Education Department of Jilin Province, China (JJKH20180900KJ).

B. Superior Transportation Network

Air transportation: Hunchun City has Yanji Chaoyangchuan International Airport Hunchun City Terminal, 115 kilometers away from Yanji Chaoyangchuan International Airport. Yanji Chaoyangchuan International Airport has opened international routes such as Japan, South Korea and North Korea, as well as domestic routes such as Beijing, Shanghai, Guangzhou, Chongqing, Zhengzhou and Nanjing.

In terms of shipping: Hunchuan Village, Jingxin Town, Hunchun City is the closest point of China's waterways to Russia, the east coast of the Korean Peninsula, the west coast of Japan, and North America and Northern Europe. Historically, Hunchun has the title of "Golden Waterway" and "Maritime Silk Road", only 15 kilometers from the Sea of Japan, 60 kilometers from the port of Zarubino, Russia, and 93 kilometers from the North Korean port of Luojin. With the advancement of the national "One Belt, One Road" strategy, Jilin Province's "borrowing from the sea" strategy will also receive more and more attention. At present, Jilin Province has signed a framework agreement with the Russian port of Zarubino to continue cooperation, and Russia is also interested in planning to build more than 10 free ports in the port of Zarubino.

In terms of land transportation: the G12 expressway and the Changchun intercity railway are connected to Changchun and major cities in China; the Huanhe Port Bridge is connected to North Korea; the Changlingzi Port Highway is connected to Russia.

C. Superior Human Environment

There are 2,135 households in Jingxin Town, with a total population of 5,660, including 1,439 Han nationality, 4,292 Koreans, and 58 other ethnic groups. The Koreans account for 74.1% of the total population. The region has completely preserved the traditional Korean culture, including lifestyle, eating habits, traditional costumes, singing art, sports, folk etiquette, and festival customs and so on. Unique flavor of Korean cuisine, charming folk songs, elegant songs and dances, soft curves of the people's houses, unique wedding bouquet, the whole country to celebrate the old festival, passionate sports It shows the long-standing folk culture of the Korean people, reflecting the love of the Korean people for their lives and their embarrassment for the future. In this region, the two ethnic cultures of the DPRK and the Han are integrated with each other and complement each other. They have gradually developed into a region with harmonious ethnic relations and cultural charm. (see "Fig. 2")

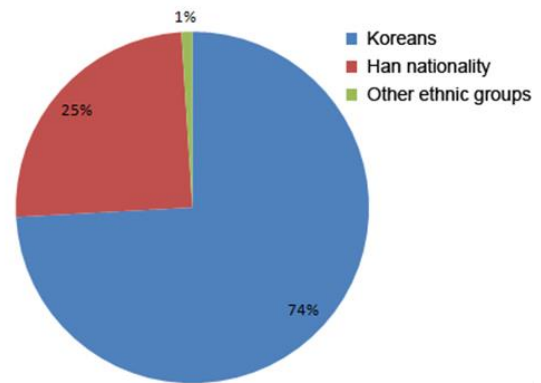


Fig. 2. Distribution of various ethnic groups in Jingxin Town.

D. Superior Ecological Environment

The forest coverage rate of Jingxin Town reached 53.9%; the water area was 0.6 million hectares, accounting for 17.99% of the total land area. Jingxin Town has a good ecological environment, especially rich in wetland resources. It is one of the key protected wetland resources in Jilin Province. In the wetland, there are 76 families and 336 species of wild plants such as wild roses, which are unique to Jilin Province, accounting for 15.2% of the wild plant species in Jilin Province. There are 32 species of fish in the wetland. Among them, five species of fish such as salmon, beachhead fish and Japanese scorpionfish are listed in the Catalogue of Precious and Rare Waters and Plants. There are 199 species of birds in the wetlands, including rare species such as red-crowned cranes, and 18 species of protected birds. There are 24 species of beasts perched on the edge of the wetland. Among them, seals, otters, red deer, pelicans and black bears are national second-class protected beasts. Hundreds of thousands of migratory birds live here in spring and autumn.

III. PLANNING GOALS AND IDEAS UNDER THE DEVELOPMENT OF TOURISM INDUSTRY DEMAND

A. Planning Objectives

The planning of the folklore building in Jingxin Town of Hunchun City is based on the main attraction of Jingxin Town as the space carrier. With the theme of "Korean tradition", the level of planning and construction of Jingxin Town and the influence at home and abroad are enhanced by excavating local characteristics, cultural heritage and ecological resources. It will be built into a "beautiful village, cultural village, ecological village" with outstanding personality, and build the first village in Northeast Asia with culture, ecology and form. (see "Fig. 3")

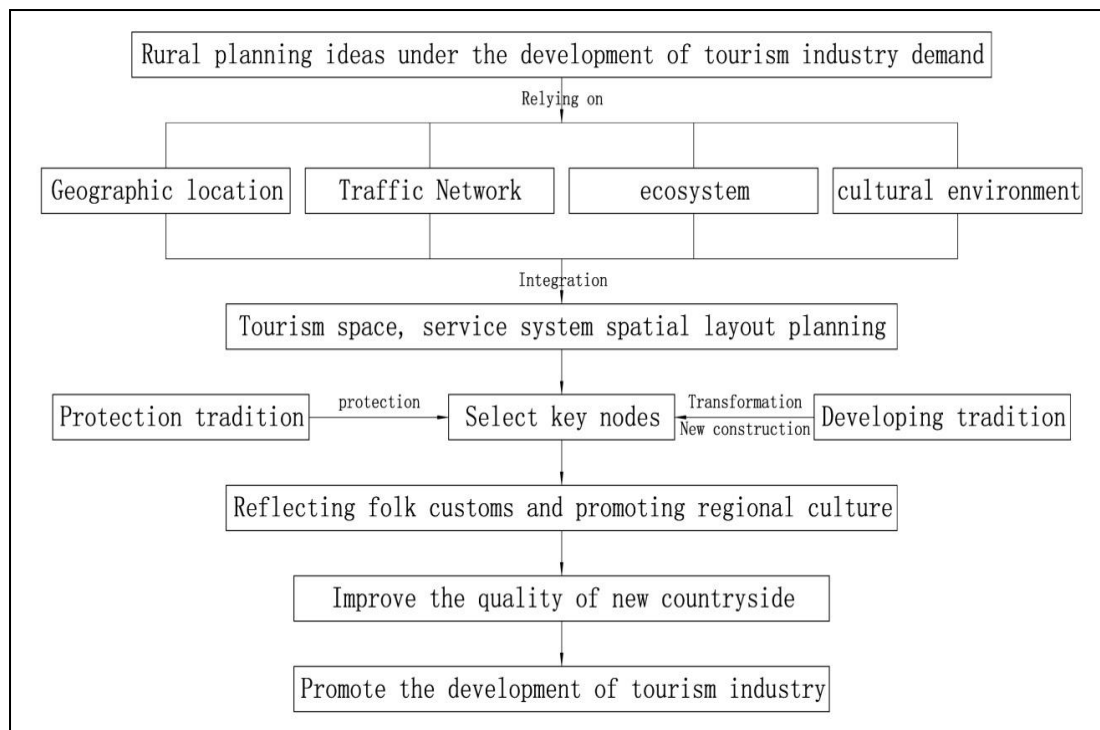


Fig. 3. Planning ideas framework.

B. Planning Ideas

From the perspective of development, it is necessary to emphasize the dynamic concept of construction, and correctly handle the relationship between village life and tourism development on the basis of the original ecological environment and human environment.

From the overall point of view, on the basis of protecting the original texture of the township, efforts should be made to re-integrate and classify the existing ecological environment and human environment, rationally adjust the township layout structure, adhere to the far-term combination, and proceed from the actual situation so as make a spatial layout planning of service system.

Guided by the market economy, it is needed to optimize resource allocation, advance planning, adhere to the principle of unifying economic, social and environmental benefits, and at the same time integrate into the characteristics of the times, carry out folk node planning, and strengthen the appeal of the new rural areas with Jingxin Town.

The plan is to follow the concept of “retrospecting traditional folk customs and highlighting local characteristics”, and the principle of the principle of “protecting folk customs, optimizing spatial layout, combining folklore and planning”, according to the unique geographical location, ecological environment, human

environment of Jingxin Town and the local unique cultural connotation.

IV. PLANNING CONTENT UNDER THE DEVELOPMENT OF TOURISM INDUSTRY DEMAND

A. Jingxin Town Tourism Space, Service System Spatial Layout Planning

1) *The status quo of tourism resources in Jingxin Town:*
As a national key town and an economic and ecological town in Jilin Province, Jingxin Town has rich tourism resources. In addition to the anti-chuanchuan scenic spot in the national scenic spot of “Looking at the Three Kingdoms”, there is also the Migratory Birds Paradise WeChat Nature Reserve covering an area of 120 hectares. Dunes Park, Wu Dazhao statue, Zhang Gufeng Battle Historic Site, which is famous both at home and abroad, Huahu Park, which has a history of more than 100 million years of wild lotus flowers, and a century-old house with glass holes. (see “Fig. 4”)

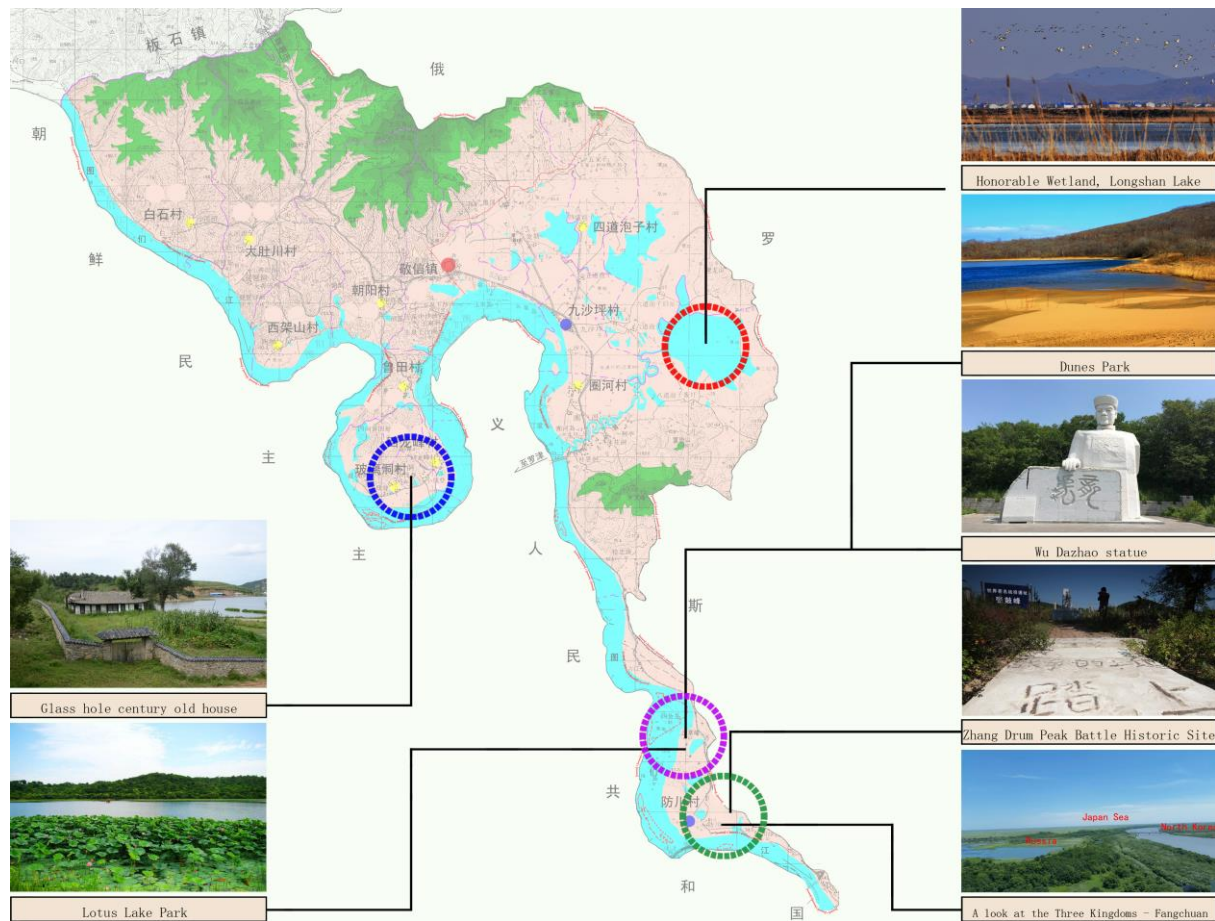


Fig. 4. Distribution map of tourism resources in Jingxin Town.

2) *Jingxin Town Tourism Space, Service System Spatial Layout Planning*: With the goal of developing rural tourism, combined with the distribution characteristics of tourism resources such as ecology and humanity in Jingxin Town, the district is divided into services, natural scenery, folk culture, health and leisure functions according to the needs of tourism functions, forming a space of “one heart, one belt and four districts” pattern.

“One Heart” refers to the Visitor Service Center. It is a comprehensive service organization that integrates functions such as reception service, promotion, consultation and complaint, tour guide service, medical service, catering and shopping, accommodation service, transportation service, vehicle maintenance and fueling. It is an important part of displaying the overall image of scenic spot and enhancing the core competitiveness of scenic spot. It can be closely integrated with the orchard to provide visitors with recreational, experience and entertainment facilities. The orchard is planted with apples and Yanbian specialty apple pears, where the government of Jingxin Town is located.

“Around” refers to the ecological corridor along the Tumen River. The Tumen River belongs to the border between China and North Korea. The rivers of Tumen are clear and pleasant. The green hills along the coast are undulating, and the trees are shaded. They sway in the

reflection of the waves, just like the beauty of the south of the Yangtze River. The Tumen River Tourist Terminal was built in 1992 and is 1km from Wanghai Pavilion. Visitors can take a boat trip along the river to reach the vicinity of the DPRK-Russia Railway Bridge, to see the Tumen River estuary scenery, as well as the scenery along the Tumen River and the scenery of the Tumen River. And through the transformation and new construction of the riverside sightseeing facilities and the landscape along the river, a hydrophilic, ecological and folk customs along the river will be built.

“Four Zones” refers to the Wetland Ecological Recreation Zone, Folk Culture Experience Zone, Natural Oxygen Bar Fitness Zone, and the Anti-Chuan Three Borders Comprehensive Zone. The Wetland Ecological Recreation Area is ecological leisure area protected and built around Sidaochi Village, Jiushaping Village and Liudaochi Village. Welfare is one of the few important wetlands in China. As an important natural resource, wetland is a natural ecosystem. It is the best habitat and breeding ground for all kinds of migratory birds and animals. It has the function of regulating floods, regulating climate and conserving water supply, water purification, maintaining biodiversity and many other environmental functions. The folk culture experience area is opposite to the North Korea across the river. It has a unique geographical advantage and folk

atmosphere, and there are “glass-hole centuries-old houses” in the area, focusing on the traditional Korean folk architecture and folk activities, which allow visitors to experience the folk customs and charm of South Korea. The natural oxygen bar fitness area is mainly composed of mountain peaks with water flow peaks. The water flow peak is the first peak in the town of Jingxin Town in Hunchun. It is 462 meters above sea level and is the first of the mountains in the Jingxin Plain. Standing on the top of the mountain, it can radiate 460 square kilometers. In the south, you can see the Sea of Japan and the five major cities of the Three Kingdoms. Through the telescope on the top of the mountain, you can see the hustle and bustle of the Sea of Japan and the passenger ship of Bochette Bay; you can also see pedestrians on the wide streets of Krasno. Looking down on the north, you can see the plains on the plains. Early in the summer when the wind and the sun rise, the sunrise on the Japanese sea is a miracle! Dig deep into the location advantages of the water flow peak, inject a healthy health culture, integrate and

develop it, focus on developing healthy hiking routes, and create a healthy and leisure area integrating health, leisure and entertainment. The border area of the Three Rivers of the Three Rivers is located at the junction of the three countries of China, North Korea and Russia. It is the geometric center of the Golden Triangle of Northeast Asia. The landscape is the land of the Three Kingdoms and is known as the "Oriental First Village". Known as "Chickens smell the Three Kingdoms, dogs and stunned three continents", the border landscape of "Bird's Eyes Three Kingdoms" is full of mysterious colors and desolated historical sense. Most of the other landscapes in the scenic area retain the original natural features. The United Nations has the idea of building a world peace park in a scenic area and has laid the foundation stone. In 2002, the Chuanchuan Scenic Area was approved by the State Council and officially became a national key scenic spot. This area is built on the prevention of Chuanjing District, Fangchuan Folk Village, Dunes Park and Lianhua Lake Park. (see “Fig. 5”)

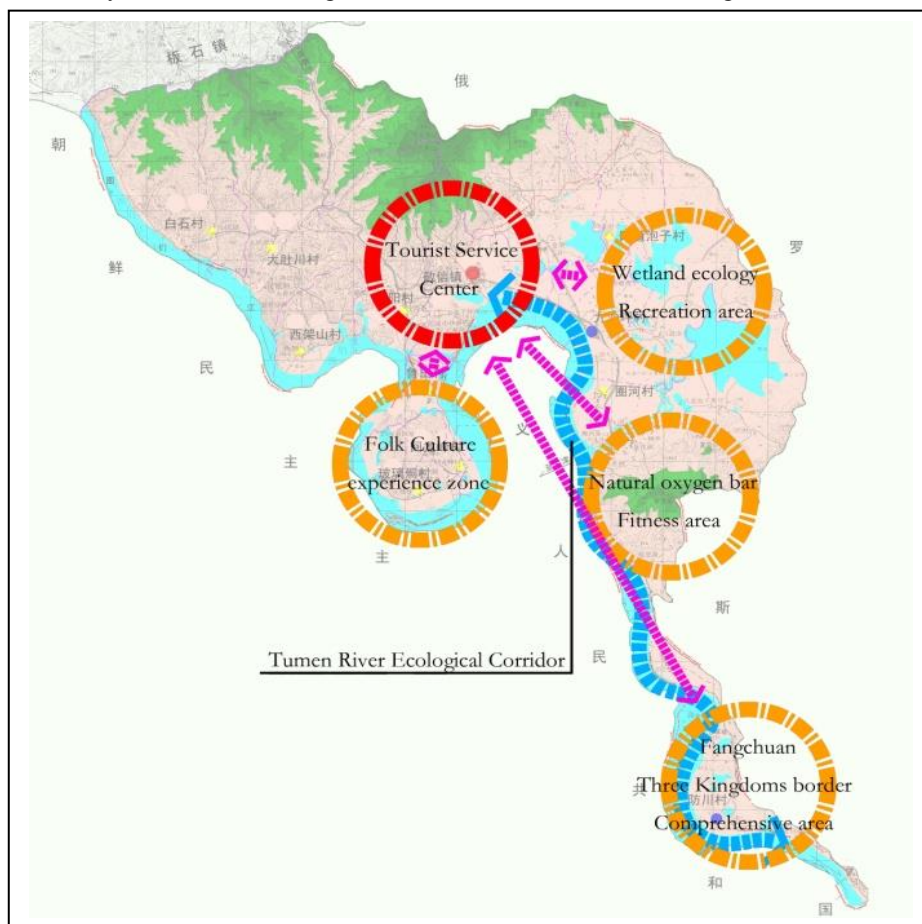


Fig. 5. Tourism space, service system space layout.

B. Planning and Design of Folklore Building Nodes in Jingxin Town

As a carrier of folk culture, folk activities and regional culture, architecture plays a vital role in the development of the tourism industry. However, with the development of globalization, the architectural style has become more

singular, losing the regional and national character that the building should have. Therefore, the protection and development of regional folk architecture is an inevitable requirement for the development of folk culture. The planning and design of the folklore building node in Jingxin Town is a comprehensive plan that integrates “protection +

transformation + new construction” based on the linkage

mechanism of the attraction. (see “Fig. 6”)



Fig. 6. Folk building node planning and design intention map.

On the basis of protecting the wetland and the ecological environment, the protection of the traditional Korean folk architecture such as the century-old glass house and the anti-Kawagawa village will be protected. The transformation will mainly carry out the folk custom transformation of the original buildings on both sides of the road and the folk customs. Intuitively reflect the characteristics of local folk customs. It mainly includes the following aspects. Firstly, the "Korean family rests on the top of the mountain" and the "Korean family rests on the top of the mountain" are different from the traditional Chinese mountain top. The four corners of the roof rise upwards and the lines and faces that make up the roof are soothing. The curves and surfaces are composed, and the ends of the watts and scorpions are

finished in white. Secondly, the color selection mainly adopts the "white wall gray tile" as the main color, and the high-level building appropriately adopts the five-color color of "Yin and Yang Five Elements". Finally, the details are processed, such as scorpions, door sashes, pilasters, columns, platforms, and so on. On this basis, the surrounding structures of the building will be reconstructed, such as gates, fences, street lamps, murals, etc. The new construction is mainly to solve the functional deficiencies and embellishments, and adopt new technologies and materials in order to meet the geographical requirements of energy conservation. It mainly includes the tourist service center, the Jiushaping Korean customs garden, the gate, the pavilion, and the bus station. (see “Table I”)

TABLE I. FOLK BUILDING NODE PLANNING AND DESIGN CONTENT

Planning area	Adoption method	Specific Contents
Tourist service center	Transformation, new construction	Folk recreation along the street, new folk tourist service center, folk custom gates, folk walls, folk street lamps, folk murals
Tumen River Ecological Corridor	Protection, renovation, new construction	Protect the ecological environment, renovate existing buildings, build new walking systems, folk pavilions, folk railings, folk walls, folk street lamps, folk reliefs
201 provincial roads and 139 county roads on both sides	Transformation, new construction	Reconstruction of folk street lamps, new folk bus stations, folk reliefs

Planning area	Adoption method	Specific Contents
Wetland ecological recreation area	Protection, renovation, new construction	Protecting the wetland environment, building folklore along the street, creating a new Jiushaping Korean folk customs garden, folk customs, folk pavilions, folk walls, folk street lamps, folk murals
Folk culture experience area	Protection, renovation, new construction	Protecting glass caves for centuries, there have been folklore reconstructions, new folk custom gates, folk pavilions, folk walls, folk street lamps, folk murals
Natural oxygen bar fitness area	Protection, renovation, new construction	Protect the ecological environment, transform the mountaineering walking system, build new folk customs, folk pavilions, folk walls, folk street lamps, folk reliefs
Fangchuan Three Kingdoms Border Comprehensive Zone	Protection, renovation, new construction	Protect and renovate anti-Kawagawa buildings, build new folk custom gates, folk pavilions, folk walls, folk street lamps, folk murals

V. CONCLUSION

Rural revitalization is a major decision-making arrangement made by the party and the state in the new era. It is a major historical task for building a well-off society in an all-round way and building a socialist modernized country in an all-round way. As a necessary part of the rural revitalization reform, rural tourism must tap the unique characteristics of the countryside and make rural tourism full of vitality and vitality. As one of the ten models of China's beautiful rural construction, "Cultural Heritage" has a very broad development prospect in ethnic minority areas with excellent folk culture and intangible culture. This article takes "tradition of traditional folk customs and highlights local characteristics" as the concept, follows the principle of "protecting folk customs, optimizing spatial layout, combining folk customs with planning", making full use of the humanistic advantages of ethnic minority areas, and making folk architecture, folk culture and attractions. Linking up and running through the village planning, we will dig the unique cultural heritage of the place, so that tourists can experience the Korean folk customs step by step, thus improving the overall quality of the village and promoting the common development of the rural planning and tourism industry.

REFERENCES

- [1] Zhang Wenxiang. *Tourism Culture*. Beijing: China Financial and Economic Publishing House, 2001.
- [2] Zheng Xiaojun. *Ecological Security Assessment of Wetland in the Lower Tumen River and Planning of Wetland Ecological Park*. Yanji: Yanbian University, 2014.
- [3] Che Liangliang. *Research on Tourism Development of Folk Culture Theme Park-Taking Yanji Chinese Korean Folk Customs Garden as an Example*. Dalian: Liaoning Normal University, 2009.
- [4] Liu Shengjun, Li Haibin. *Analysis of Urban Design in International Cooperation Demonstration Zone — Taking Hunchun International Cooperation Demonstration Zone (Jingxin Township) as an example*. *Planner*, 2016(02): 123-129.
- [5] Decision-making deployment of rural revitalization. *People's Forum*, 2018(12): 70-73
- [6] Provincial New Rural Office. *Introduction to Fangchuan Village, Jingxin Town, Hunchun City*. *Jilin Agriculture*, 2016(17): 34.
- [7] Hunchun City People's Government Portal. <http://www.hunchunnet.com>