

Tourism Landscape Planning of New Countryside

Landscape Planning and Design of Yantai Longkou Nanshan Tourist Attraction

Lijuan Wang

Department of Art and Design, School of Humanities
Yantai Nanshan University
Yantai, China

Abstract—From the analysis of the problems of rural tourism landscape in China, the paper put forward some rural tourism landscape planning principles. With Shandong Yantai Longkou Nanshan New Village as a specific case, the paper discussed how to use rural landscape to develop tourism in order to promote economic growth and increase income, which has an important theoretical and practical significance to the research of the rural tourism landscape.

Keywords—*new rural tourism; landscape planning and design; rural landscape*

I. CONNOTATION AND STRUCTURE OF RURAL LANDSCAPE

Rural landscape planning is a new research field in China. By comprehensively studying landscape characteristics of domestic and foreign geography and landscape ecology, Liu Liming et al. have defined the connotation of the rural landscape as: patches inlaid with different land units within the scope of rural areas, including farmland, orchard, and artificial forests, farms, pasture lands and waters and villages, and other ecological systems, mainly oriented by agricultural characteristics. It is the synthesis of the natural ecological structure and human characteristics build up by human beings on natural landscape. It is subject to the restriction of the natural environment conditions, as well as human business activities and management strategies. The size, shape and configuration of patches are very different, with economic value, social value, ecological value and aesthetic value. Thus, rural landscape, founded on the land with nature as background, is a comprehensive expression of economy, society and environment of rural area with characteristics of production, life and ecology.

II. THE CONTENT OF RURAL LANDSCAPE PLANNING AND DESIGN

A. *Settlement Landscape Planning and Design in New Countryside*

Rural settlement is a habitation of rural residents that is a place where they live, rest, contact and engage in some productive activities. In the historical development course, rural settlement has obvious spontaneity, and each household can transform and renew it according to their economic conditions, resulting in the phenomenon of disordered rural

layout and landscape. Along with the urbanization process and the improvement of living standards of rural residents, a large number of rural settlements are faced with the renovation and renewal. Summing up the experience and lessons of the past, it must get rid of the separate renewal mode in the rural settlement landscape planning and design to use the way of unified planning, unified construction and unified management.

1) *Residential design*

The rural residential buildings mainly are local architectures of traditional residence. China has rich local architectural forms and styles, all of which reflect the local natural, social and cultural background. In the rural residential design we should not blindly copy the design pattern of urban residential houses or copy “model village”. The architectural style should be suitable for rural characteristics, reflect the local characteristics, and adapt to the needs of local economic and social development. New residential house should mainly be in semi-detached type and townhouse type. Actively guide the construction of multi-storey apartment buildings.

2) *The design of public facilities*

With the improvement of living conditions in rural areas, the demand for material and cultural life of rural residents is growing, such as learning, communication, shopping, health care, fitness, entertainment and so on, which needs corresponding public facilities. Public facilities in rural areas should be adapted to the scale of the village population, which should reflect the characteristics of modern rural life, and meet the needs of the farmers' material and cultural life. At the same time, the setting of public service facilities should be considered relatively concentrated, convenient for the use of the villagers.

3) *Infrastructure reconstruction*

For a long time, China's rural infrastructure is seriously lagging behind, which directly affects the living quality of mass farmers. The transformation of basic facilities is an important work in the new rural construction, and it is a vital part in improving the living environment of the countryside. Through the transformation of rural infrastructure, we strive to achieve the popularization of road, tap water, daily sewage and industrial wastewater, electricity, gas, telecommunications and other infrastructure. It is the focus of the new rural construction in the near future.

4) Rural landscape

The rural landscape is a kind of regional landscape complex, which is based on agricultural activities. It is a type of landscape with specific landscape behavior, form, connotation and process. It is the representative of settlement pattern including scattered farmhouses and market town providing production and life service functions. It is a landscape region with extensive land use behavior as characteristics, lower population density and obvious rural style and spatial characteristics of large distribution but small concentration.

Rural landscape also can be said to be agricultural production landscape and living landscape integrating natural conditions, production and life. The difference of rural landscape mainly lies in the agricultural production landscape and the extensive land use landscape as well as the country specific rural culture and the rural life. These unique landscape resources constitute the important content of rural tourism resources. Rural landscape is one of the main landscape types in the regional landscape structure, which has specific landscape features, landscape connotation and landscape intent. The rural landscape is mainly composed of rural natural scenery, rural farming culture, rural folk culture and rural settlement landscape. These landscapes combine in different ways, and they constitute different rural tourism landscapes.

5) Rural tourism

Rural tourism is a travel mode with rural community as the place of activity, and experience of the agricultural culture and the local tradition as the characteristics. It is based on the multiple characteristics of rural landscape. The two have a close relationship. The rural landscape provides necessary viewing and experience environment for the rural tourism, meanwhile the rural tourism provides a new development pattern for the rural landscape, different rural landscape types and the corresponding types of rural tourism.

Rural tourism landscape is a high-quality rural-tourism space environment created on the natural environment and human landscape in rural areas through careful planning and design and reasonable development and utilization. This space environment has the comprehensive benefits of economy, society and ecology. Rural tourism landscape planning is premised on the protection of rural landscape, targeted by exploring the comprehensive benefits of rural landscape and guided by the basic theories of tourism science and landscape science. Through reasonable arrangements of rural land and materials and space on land, it creates an efficient, safe, healthy, beautiful environment for tourists and residents and an integrated sustainable developing rural ecological system for the society.

According to the characteristics, Nanshan New Village took their strong advantages and built a series of tourist attractions around Nanshan village. It built Asia's first biggest Buddha - Giant Nanshan Buddha, and East Sea Guanyin Pavilion and etc. In the surrounding area, by using favorable terrain of Nanshan village, they built temples and some ancillary facilities, such as playground and some ultimate challenge projects. They took advantages of the

original mountain, ups and downs of this mountain area well in scenic setting. Urban residents can get a good opportunity to exercise themselves, or to eat coarse tea and brown rice in temple and enjoy rural scenery. Mountain itself has a certain protective forest. They reasonably arranged surrounding landscape by using original fruit tree and shelter forest.

6) Rural landscape and rural tourism

Problems exist in rural tourism landscape planning. At present, the development of rural tourism landscape is in the primary stage in China. In the development of rural tourism, we need to change traditional landscape and create new landscape. It inevitably produces many contradictions in this process. Due to the lack of necessary theoretical guidance and system planning, a series of urgent problems appear in the landscape development of rural tourism in China.

The lack of overall planning and stereotyped travel content; first, the governments lack overall planning ideas, so the repeated construction problem of rural tourism projects is serious. The development model of overall tourism resources is single, lacking complementarity and reducing the attractiveness to the source market. Second, rural tourism operators invest and develop blindly. They only care about immediate interests and lack teamwork, resulting in stereotyped travel content and featureless tourism environment. The excavation for tourism products is very shallow. At present, rural tourism products lack cultural connotation. Main tourist activities are eating homely food, living in rural houses and other rural home lives. The depth of excavation is inadequate. Rural tourism products are largely identical but with minor differences, lacking attraction. In the development of tourism products, we hardly have participatory tourism projects combined with rural unique folk and customs, so it is difficulty for tourists to experience the real rural characteristics.

The lack of rural landscape heritage and local characteristics; rural landscape heritage refers to the landscape elements, land patterns and spatial relations preserved in the historical development process with significant meaning for rural landscape features, land style and the spiritual demand of the people. Rural landscape heritage is the core of rural tourism destination image.

However, under the background of new rural construction of our country, we blindly pursue the standard construction mode for road network and tree row. The red brick buildings with rural features were replaced by white ceramic tile wall building. Stream channels and drainage ditches are made into concrete slope protection. The sacrificial offering activities with national characteristics are gradually disappearing. The problems of rural urbanization are prominent. Rural landscape heritage are suffering from serious impact. The seasonality is serious and the operating cycle is short.

Due to the influence of natural climate condition, the tourism time of rural areas has obvious seasonality in China. It mainly concentrates in summer and autumn. The business cycle is very short, which not only affects the income of farmers but also has become a bottleneck restricting the development of rural tourism in China. How to draw the

advantages of winter's rural resources to attract tourists has become a problem to be solved in the development of rural tourism in China. Tourism service facilities are not complete.

Tourism service facilities construction is an important link in the development of rural tourism. At present, China's rural tourism infrastructure is not complete. Sanitary conditions and service quality of rural restaurants vary greatly. Basic facilities, such as signboards, garbage box, parking lot and public toilets, are not complete in rural tourist areas. Our efforts to rural environmental remediation are not sufficient. There are hardly any necessary sewage treatment system and life garbage harmless treatment system and etc. Among rural service staff, the rural population accounted for a large proportion. They haven't received professional training, so it can not meet visitors' demanding standard. As a result, visitors' enjoyment degree was reduced in travel and leisure process.

III. TOURISM LANDSCAPE PLANNING AND DESIGN PRINCIPLES

Overall principle: on the macro level, carry out overall investigation and analysis on the regional conditions, resource characteristics, the development of the surrounding towns, its own positioning and role in the overall planning, so as to determine its development goals, forming a unique tourist attraction. On the micro level, take a unified consideration on rural buildings, hard landscape, soft landscape, color, history and culture, etc., to avoid rigid patchwork.

The principle of local nature: the local nature is the life of the development of rural tourism industry. The country carried out the activities of human beings, and it is a historical process. In the long process, a lot of valuable landscape entities were left. We can explore these landscapes and find content, form and style meeting age demands, and shape new forms, and it is the focus of local landscape design in the new era.

Ecological and sustainable principles: in the rural tourism landscape planning, the specific performance of Nanshan village is to establish efficient artificial ecological system, to achieve land intensive management, to protect the concentrated farmland patches, to establish natural vegetation patches, to increase green corridors and scattered natural patches suited to local conditions, to compensate and recover the ecological functions of landscapes, to control the blind expansion of the building patches, and to create a harmonious habitat environment and pleasant landscape.

Participation principle: the ideal rural tourism landscape is not only to provide tourists with a static view of the landscape, but also in the course of the tour to add dynamic performances to attract tourists to participate, so that visitors can really integrate into the country life.

Overall layout and landscape function division: according to the overall principle in the landscape planning and design, the position of Nanshan village is the Rice Sea and green home. Based on the original natural landscape and cultural landscape, the main designs are the five major scenic

areas. In the planning of Nanshan New Village, they aim to protect and excavate the depth of the cultural spirit of the village, on the premise of national unique food and rural leisure tourism functions, to propagandize national culture, popularize agricultural science and play other functions, forming a comprehensive tourist attraction integrating dining, accommodation, entertainment, leisure, agricultural tourism and popularization of science and research. In the overall landscape layout, the five functional areas of the landscape complement each other in functions and characteristics, which fully reflect the good collision of new countryside and modern culture, and achieve a harmonious unity of the landscape and the overall environment.

IV. EXERTING THE ECONOMIC FUNCTION TO BRING BENEFITS FROM LANDSCAPES

Economic crops planting, characteristic breeding, regional economy and labor scene all can become part of the landscape. The massive economy in rural areas is relative remarkable, such as, planting industry, animal breeding, handicraft, industry and commerce. Some areas simply take the tourism industry as a pillar industry. Of course, if we can take full account of the relationship between economic industrial layout and landscape construction in the planning and get the support of the economic foundation, the landscape planning idea can also throughout the construction. Only when the planning ideas were shown to be economic and effective, the rustic landscape can go farther. As a matter of fact, from long-term point of view, most of successful planning ideas are able to guide the healthy development of economy. The rest cannot play its economic role immediately, but it gets a success in spiritual need.

Design of local nature: according to its own characteristics, Nanshan village took advantage of its own favorable conditions. They built a series of farmhouse restaurants around scenic spots, helping the village farmers get rich. Aiming at urban tourists, the construction of these facilities is undoubtedly an attraction. In addition, Nanshan villagers raise chicken and duck, and develop agriculture and animal husbandry, so tourists can take some farm products and pasture products home. It is a good choice for them to bring some to their friends and relatives. Pollution-free products, such as free-ranging chicken, are undoubtedly are great highlight in the publicity.

Making full use of the geographical advantages of Longkou on the beach, they built the Guanyin Pavilion, and other tourist facilities, such as a series of water amusement facilities, bathing beach and barbecue stalls. Taking advantage of people's desire to sea in summer, it can drive the economic development of Nanshan village and Longkou even Yantai. The construction of a series of factories, schools and other auxiliary facilities bring a lot of employment opportunities for graduates and farmers, and further drive the economic development.

V. CONCLUSION

The development of rural areas needs the continuous innovation of landscapes. But the construction of new rural

landscape is not entirely for the economy, but for social change, ecological protection and cultural heritage. Therefore, we need to carry out exploration and research targetedly, and cannot lump them together. In the development and evolution of industrial civilization, the traditional rural landscape gradually walks up to the modernization, the industrialization of agriculture and rural urbanization, which greatly impact rural human settlements. For traditional villages with historical and cultural heritage, they should effectively protect and update their culture and heritages. For modern countryside with agriculture characteristic, they should exploit their advantages to the full and overcome their shortcomings. Guide the modern with excellent traditional culture and pack the tradition with modern elements. We should construct a new rural landscape integrating “production, life and ecology” together, which is not only an important idea of building a new socialist countryside, but also the key to inheriting rural culture, developing rural economy and protecting ecological environment.

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