

# Research on Planning and Design of Small Towns of Tourist Reception Type Based on Regional Culture

Taking Jiugongshan Town, Tongshan County, Xianning as an Example

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**Abstract**—In recent years, influenced by the tourism boom, the planning and construction of small tourist towns is also in full swing, and the small towns of tourist reception are also one of the key targets in the development of small towns. However, due to the limited economic development of different small towns and the lack of thinking cognition, various regions have blindly followed the crowd, resulting in the lack of regional cultural characteristics of small towns of tourist reception, and the small towns are monotonous and similar. In order to alleviate this problem, on the basis of sorting the development background of tourism small towns, this paper discusses the characteristics and influencing factors of small towns of tourist reception, determines the importance of planning and design of small towns of tourist reception, and points out that the protection and inheritance of regional culture is the determining factor in maintaining the sustainable development of small towns of tourist reception. This paper takes the planning and design of Jiugongshan Town, Tongshan County, Xianning City as an example, and proposes the inheritance of regional culture, establishment of architectural features, development of tourism products, expansion of urban functions and other strategies that is suitable for the local planning, construction and development based on the planning idea of recovering and highlighting the regional culture, so as to provide ideas for the follow-up planning and design of small towns of tourist reception.

**Keywords**—regional culture; tourist reception; small town; planning and design

## I. INTRODUCTION

In recent years, China's urban and rural development has undergone tremendous changes, and China is accelerating the process of urbanization. The living quality of residents has been greatly improved, and people's consumption concepts have also been greatly changed. Nowadays, people are not only limited to the food and clothing at the material level, but gradually pay attention to the satisfaction of spiritual needs and higher levels of enjoyment, raising more and more intense demands for tourism. With the help of this opportunity, many regions in China have organically unified the development of small towns and characteristic tourism, and the tourism industry has developed rapidly.

As an important type of tourism small towns, small towns of tourist reception are the key to the development and construction of scenic spots. As gateway areas of the scenic spots, they directly bring tourists a sense of the quality of scenic spots; therefore, the image of tourism small towns has positive significance for the development of scenic spots, and it can also adjust the industrial structure in the town, promote local residents' employment and improve the level of economic development.

However, in the development and construction of small towns, due to limited economy and cognition, the planning and construction of many small towns of tourist reception only aims to meet the basic functions, the urban planning layout is unreasonable, and the architectural style is monotonous and lack of regional characteristics, which is not conducive to the inheritance of regional culture, and makes tourists have a negative impression on the tourist reception area and scenic spot. Therefore, in order to alleviate the above problems, scholars have conducted research. In theory, Yuan Zhongjin (2002) believes that the characteristics of small towns include nature, humanities, and architectural features. Characteristic planning of small towns should pay attention to differences. Small towns can learn from each other but cannot blindly imitate or copy others, and should reflect the local characteristics and traditional culture [1]. Chen Fuyi and Fan Baoning (2003) believe that the connotation of small towns is characterized by high quality of natural environment, rich historical and cultural resources, unique cultural and artistic forms, and recognizable architectural styles [2]. In practice, He Jiang (2006) points out and analyzes the main problems existing in the current planning and construction with Xiannvshan Town as a research object, and proposes related strategies such as maintaining and optimizing the continuity of the overall landscape pattern, controlling the urban capacity, reducing the development intensity, and highlighting the town image [3]. Li Chi, He Miaomiao, and Gong Yao, based on the basic ideas of ecological protection, plan and design small towns of tourist reception, and propose that low carbon and environmental protection are the focuses of planning and construction [4].

Through the research and analysis by the above scholars, it is found that the planning and design of small towns of tourist reception tend to start from the ecological perspective, and there are fewer researches on ecological protection, natural features, landscape features, regional culture, architectural features, functional layout and development of tourism products, and the researches on spatial layout and architectural form lack connection with regional culture.

Therefore, this paper conceives the planning and design strategy of small towns of tourist reception with regional culture as the orientation. Through the analysis of the influencing factors of small town development, it determines the importance of planning and design of small towns of tourist reception, and points out that the protection and inheritance of regional culture is the decisive factor in maintaining the sustainable development of small towns of tourist reception. In practice, through case description, the local residents' life demands and tourists' reception demands are met in functional structure, and the planning and construction content is integrated with the regional culture to improve the lack of regional characteristics of the small towns of tourist reception, and provide a new strategy for the planning and design of small towns of tourist reception.

## II. CLASSIFICATION OF TOURISM SMALL TOWNS

### A. *Tourism Resource-oriented Small Towns*

Just as its name implies, tourism resource-oriented small towns are small towns dominated by the tourism industry, which mainly rely on their own natural and cultural tourism resources to become small towns as tourist destinations. Such small towns are mainly ancient towns and characteristic towns, especially national famous historical and cultural towns, which have very good historical and humanistic styles or ancient town style, thus forming tourist attraction. Relying on their own historical, humanistic and architectural styles and folk customs, they attract tourists from all over the world.

### B. *Small Town of Ecological Tourism and Leisure*

Tourism ecological leisure small towns usually rely on the excellent ecological environment of city suburbs to develop into tourism small towns with ecological habitat characteristics. Such small towns are generally located near large and medium-sized cities, and close to city suburbs. The ecological towns in these areas are excellent targets for the development of tourism real estate. These small towns are mainly used to receive leisure for urban residents, carry out agricultural sightseeing tours, etc., and further develop into small-scale tourism and leisure towns.

### C. *Small Town of Tourist Reception*

Small towns of tourist reception refer to small towns that rely on the exploitation, construction and development of scenic spots. They are adjacent to scenic spots in geographic space, with superior geographical position, convenient transportation, abundant resources, and functions such as service, management, coordination and environmental protection available to the scenic spots. Compared with the

previous two types of small towns, such small towns, due to their own location advantages, do not have high-quality tourism resources, however, thanks to the location advantages of being adjacent to scenic spots and perfect facilities and conditions, they gradually become the tourist service reception base for tourist distribution, accommodation, shopping and information exchange in scenic spots, and thus can be called small towns of tourist reception.

## III. ANALYSIS OF SMALL TOWNS OF TOURIST RECEPTION

### A. *Characteristics of Small Towns of Tourist Reception*

Small towns of tourist reception are composed of various buildings, landscape environments and structures. These hardware and software facilities mainly satisfy the functions of residence, reception services, leisure recreation and so on. The main features are: they are usually located around scenic spots as a tourist reception place, with innate advantages in location, transportation and resources; they show the reception service function, and can provide visitors with a wide range of opportunities to choose recreational facilities and high-quality services; they take reception services, shopping leisure and wellness as the leading development directions.

### B. *Factors Affecting the Development of Small Towns of Tourist Reception*

#### 1) *External factors*

a) *Tourist attraction brought by scenic spots:* Small towns of tourist reception rely on the surrounding scenic spots. The most essential feature of small towns of tourist reception is the support of tourist industry. Their service targets are mostly tourists entering the scenic spots, and the attraction brought by the scenic spots directly determines the development of small towns of tourist reception. If the scenic spots are rich in tourism resources, they will attract more tourists, and small towns of tourist reception on the way to the scenic spot also usher in important development opportunities, so they should make effective use of the development opportunities brought by the scenic spots, otherwise, if the development of the scenic spots is slow, the surrounding small towns of tourist reception will also lose motive force and be eliminated.

b) *The image of tourist reception small town needs to be shaped:* Style of small towns of tourist reception represents the local image. If the image of a small town is very good, it not only has high-quality natural resources, regional characteristic culture, architectural style, but also has complete facilities, and can also satisfy various needs of residents and tourists, attracting more tourists to visit. This is also a prerequisite for supporting the development of small towns of tourist reception. Therefore, it is necessary to create an image with regional cultural characteristics on the basis of the style of ordinary small towns, and it should also consider the needs of tourists more on the basis of meeting the infrastructure construction of ordinary small towns.

## 2) Internal factors

a) *Natural environment*: Quality of the natural environment is the primary condition affecting the development of tourism reception small towns. Although small towns of tourist reception do not have as much natural resources as scenic spots, such small towns are located in a complete area together with the scenic spots they rely on, and have a unified ecosystem, regional cultural system and tourism economic system, and the two have unity. Scenic spots and small towns of tourist reception have a high degree of similarity in natural environment, climatic conditions, human history and customs.

b) *Regional culture*: Regional culture is the key to showing the cultural characteristics of a region. The historical and cultural relics hidden and scattered in small towns are historical and cultural treasures of every small town. The regional culture in tourism reception small towns is an important factor influencing the construction and sustainable development of their styles. In order to avoid the blind imitating and convergence of local cultures, and to avoid the phenomenon of “monotonous towns”, town style with local characteristics and regional culture should be shaped more, which also helps to promote the exchange of urban and rural culture and the spread of tourism culture.

## C. The Importance of Planning and Design of Small Towns of Tourist Reception

1) *Planning and construction of tourist reception type small towns is part of the image construction of scenic spots*: Small towns of tourist reception are located around these scenic spots, usually away from the central city, and they are important gateways and tourist passages to famous scenic spots, and also only way for tourists to enter and exit the scenic spots. Although they cannot represent the scenic quality of the scenic spots, tourists will still have the most profound and vivid first impression and final impression of this place. Therefore, they have unique geographical advantages and geographical advantages, thus forming a population settlement and tourism distribution center, to carry out tourist reception work. They are the key areas for reception and construction, and the construction of small towns of tourist reception also contributes to the promotion of scenic spots and tourism activities.

2) *The planning and construction of small towns of tourist reception is conducive to the protection and inheritance of regional culture*: The planning and construction of tourism reception small towns are deeply influenced by regional culture, which inject the regional cultural connotations in small towns into material carriers to achieve the unity of content and form. Since the small towns of tourist reception have various functions such as information exchange and communication, they can also re-protect and carry forward the traditional culture that is not valued. Therefore, the planning and construction of small towns of tourist reception is conducive to the protection and inheritance of regional culture.

3) *The planning and construction of small towns of tourist reception will help to promote the development of local economy*: For scenic spots, if the surrounding areas are sufficiently developed, and the characteristics of the small towns of tourist reception are sufficiently clear, tourists' interest in the scenic spots can be further stimulated and tourists will be attracted to visit. On the contrary, if the small towns of tourist reception around the scenic spots are poorly planned and constructed, the imperfect infrastructure and uncharacteristic town style will also weaken tourists' visits to scenic spots. Although the small towns of tourist reception are not a tourist destination, but they have the functions of providing “eating, living, traveling, entertainment, shopping” and other reception services, so tourists usually stay in small towns of tourist reception for a longer time in a complete travel itinerary, sometimes even longer than the time of sightseeing in the scenic spot. Therefore, the establishment and development of small towns of tourist reception not only improve the living environment quality of local residents, but also promote the opportunities for local residents to develop commercial employment nearby and expand the coordinated development of various industries in the towns, thus promoting economic growth.

## IV. PROJECT RESEARCH: PLANNING AND DESIGN OF JIUGONGSHAN TOWN, TONGSHAN COUNTY, XIANNING CITY

### A. Overview of Jiugongshan Town

Jiugongshan Town (formerly known as Hengshitan Town) is located in the middle of Tongshan County, Xianning City, Hubei Province. It is the gateway to Jiugongshan, a national-level scenic spot, and Chuang Cemetery, a national key cultural relics protection spot, where the National Highway 106 runs through the whole territory. It is adjacent to Honggang Town in the east, Jiugongshan Scenic Spot in the south, Chuangwang Town in the west, Dafan Town in the north, Tongyang Town in the northwest, and Cikou Township in the northeast. The maximum lateral map distance of the region is 14.5 kilometers, the maximum longitudinal map distance is 16 kilometers, and the total land area is 194.83 square kilometers, equivalent to 292245mu, accounting for 7.27% of the total area of the county. In 2002, it administered 9 villages including Hanjia, Fuyou, Pailou, Chengxu, Fanzhong, Nancheng, Hengshi, Pengjialong and Zhaitou, and 1 neighborhood committee, covering 102 villager groups, 7966 households and 34,498 people. The villagers mostly live in compact communities according to surnames, distributed in 233 natural bays.



Fig. 1. Location analysis chart.

**B. Status Analysis**

Although Jiugongshan Town has location advantages and resource advantages, it still has some problems.

The district function in Jiugongshan Town is not clear, the function of tourist reception is not prominent, the tourist area and living area are too concentrated with no proper division of boundaries, the tourist reception facilities are imperfect, lacking shopping, accommodation and other facilities, and the quality of tourist reception services is low.

The spatial layout of Jiugongshan Town is relatively scattered, with lack of connection among various types of construction land and lack of indicators of landscape greening in public green land, and the architecture, landscape and open space are not systematic.

The architectural style has no regional characteristics, the styles and features are not prominent, the architectural styles are monotonous, without excavating the regional cultural characteristics, and is too similar to other small towns in the same region.

**C. Development Goals and Positioning**

As the only way to enter and exit Jiugongshan Scenic Spot, Jiugongshan Town is a small town with the greatest research value and development potential of small towns of tourist reception. Based on the full exploration and inheritance of the regional culture of Jiugongshan Town, the planning design strategy of small towns is explored. The current goal and positioning of Jiugongshan Town is to become a tourist reception small town that can provide local residents with life and production, tourism, leisure, vacation, accommodation, shopping, clarify the function transformation of small towns and achieve sustainable development of ecology, culture and economy.

**D. Regional Culture-oriented Planning and Design Ideas**

1) *Planning ideas:* It is suggested to clarify the direction of industrial development in Jiugongshan Township, and establish an industrial pattern dominated by tourism services and supplemented by agriculture and new energy industries. Reasonably divide the functional divisions in the town, satisfy the production and living of local residents, as well as the accommodation and shopping of tourists, and plan the town spatial structure that conforms to the characteristics of small towns in the southeastern part of Hubei. Combine with local topographical conditions and human resources to develop special tourist reception projects, but avoid similarities with scenic spots. Re-shape the architectural style, excavate regional cultural characteristics, improve the problem of monotonous architectural style of various towns, and strengthen the connection between architecture and landscape.

2) *Functional layout:* On the basis of considering the factors such as the natural environment, topographic conditions, economic conditions and spatial pattern of Jiugongshan Town, six areas are planned, and the functional space layout pattern of the town combined with agriculture,

new energy industry and tourist reception service industry is formed.

It determines the characteristics of the green eco-tourist reception small town that uses Hengshui River to combine the landscape pattern of the towns, forms a river that runs through the town, complemented by the landscape belt along the river.

The planned layout retains the original structure of three major zones, namely Fanzhong Agricultural Industry Development Zone, Nancheng New Energy Industrial Zone and the Old City Residential Service Zone. The plan expands the recent construction land on the basis of retaining the original town functions, and ensures the smooth and orderly development of the small town.

The New City Comprehensive Service Zone, Chengbei Ecological Tourism Zone and Chengxu Rural Tourism Zone are the medium and long-term contents of Jiugongshan Town Planning. Through the layout of the road network and the water network, the open space in the town is integrated to plan tourism, reception services, business, cultural and creative industries and other functional industries. In the two major tourist zones, tourist reception service projects with local cultural characteristics, including tourist reception, folk culture, tea culture and hot spring culture, are planned. The New City Comprehensive Service Zone is close to the road leading to Jiugongshan Scenic Area, where Jiugongshan Tourist Service Center, Commercial Street, Hot Spring Resort Hotel, B&B, Catering and other facilities are constructed. The three zones specially designed for the tourism service industry jointly serve the tourists to Jiugongshan Scenic Area.

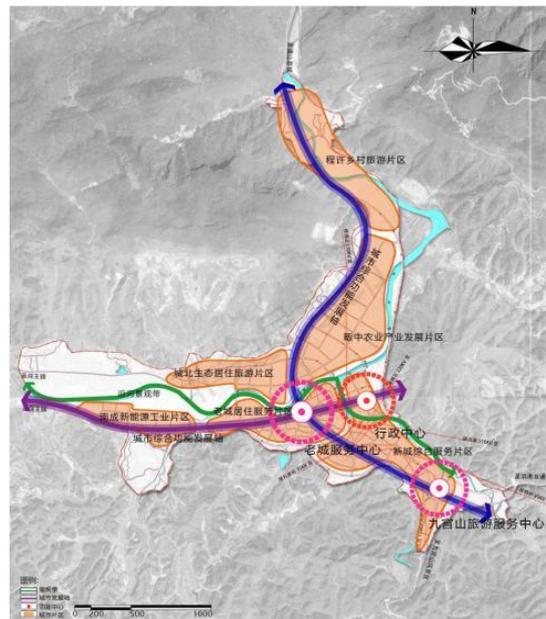


Fig. 2. Township planning structure.

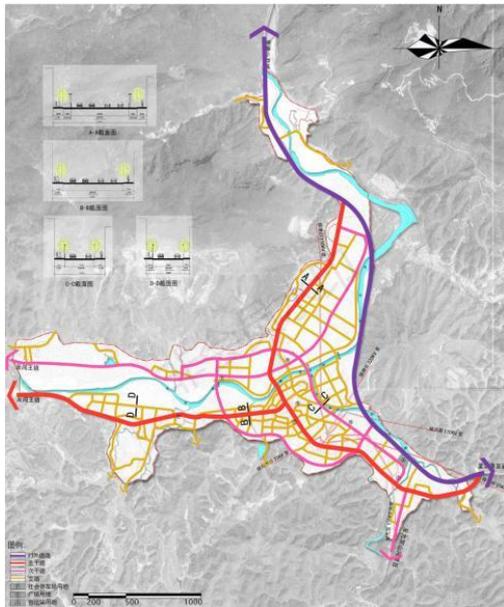


Fig. 3. Township traffic planning.

3) *Transportation system*: Jiugongshan Town advocates ecological green travel. To meet the travel of local residents and foreign tourists, the transportation system is mainly composed of four levels of roads: main road, secondary road, branch road and external traffic. The plan pays attention to the setting of static traffic nodes in the town, and sets bicycle lanes and tourist trails in the branches and landscape green

areas of each block, running through the entire small town, so that tourists can enjoy low-carbon tours through electric buses, bicycles and walking. There are social parking lots and passenger stations in the town to facilitate tourists to park and transfer.

4) *Demonstrating regional culture and guiding the architectural style*: After long-term development and accumulation, Jiugongshan Town has formed a Jingchu cultural style based on tea culture and hot spring culture, and a theme on multicultural integration supplemented by immigrant culture and Huizhou culture. Jiugongshan Town should extract the cultural elements of Huizhou culture on the basis of fully inheriting Jingchu culture, control the small town in spatial form, architectural style, architectural color, architectural height, building materials and architectural details, and guide the architectural style of the small town.

Jiugongshan Town is a small town dominated by plain hills in the middle of the surrounding hills. To meet this terrain in architectural layout, and integrate Jingchu culture and Huizhou culture, plaza, parking lot, green landscape, etc. in are set at the entrance in a form of open space to the town to create a sense of transparency and openness for tourists. The boundary between the old city living area and the new city tourist reception service area is appropriately divided to divide the different functions, which are both connected but not mixed, avoid affecting the normal production and life of local residents and affecting the rest of tourists, and create a comfortable and pleasant regional form.

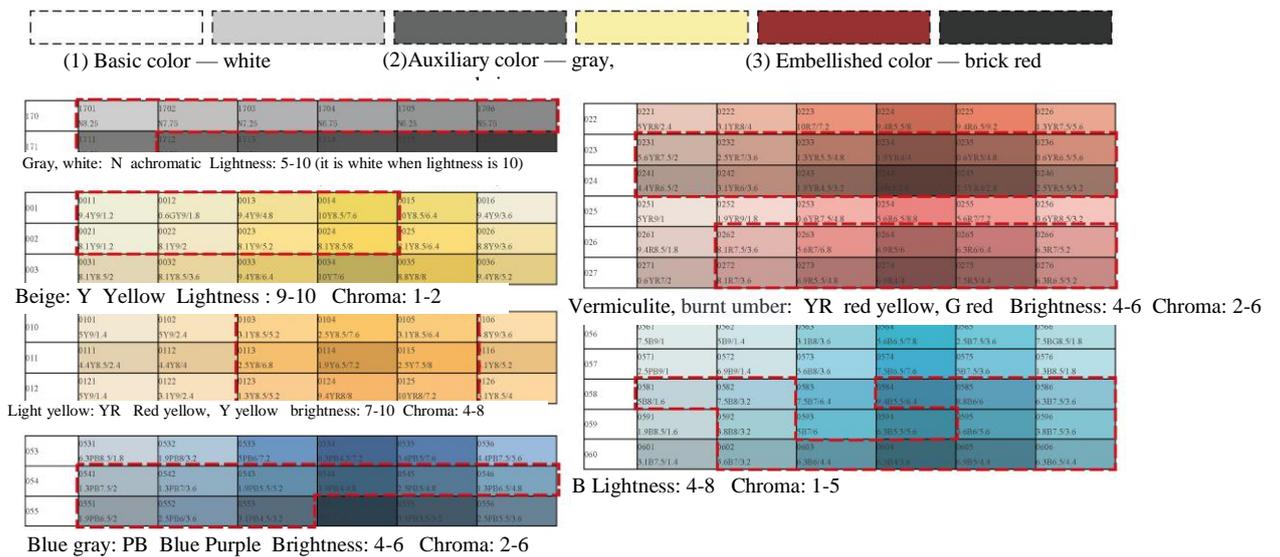


Fig. 4. Analysis of building color in the town.

The buildings are distributed along the hills, rivers and street to form an undulating spatial layout. The building types are mainly pure residential buildings, pure commercial buildings, mixed commercial and residential buildings, public service buildings and educational & medical buildings. The pure residential buildings should be arranged along the street in the traditional courtyard mode, the volume should not be too

large, and it should be integrated with the symbols of traditional dwellings, adopt sloping roofs and maintain the traditional dwelling style; the pure commercial buildings and mixed commercial residential buildings are mainly in residential styles on tourism and commercial streets, and the spatial scale of the current street is used, the non-traditional buildings are demolished, and facade renovation is conducted

on buildings along the street; public services and educational & medical buildings are premised on maintaining the overall coordination of the town style, and can adopt a modern style. All types of buildings mainly have 2-4 floors, no more than 5 floors, so as to keep an even and smooth skyline contour. In terms of colors, the common colors of Jingchu architecture and Huizhou architecture are selected to seek common points while reserving difference. The main color is a warm gray color, mainly red, yellow, yellow and black. In terms of shapes, some of Ma Tau Walls are reserved, dominated by gable wall. The sloping roof and the flat roof are matched, and the eaves are slightly picked. Some buildings retain the traditional shape, while some buildings show a sense of the times after renovation. In terms of building materials, local ganged bricks, wood, stone and plaster are used, and concrete pouring with the characteristics of the times is adopted. At the detail of the buildings, the carving techniques and cultural elements commonly used in Three Sculptures in Huizhou are used to make appropriate innovations and simplifications.



Fig. 5. The building and landscape nodes in the town.

5) *Protecting regional culture and shaping the landscape environment*: Accelerate the construction of landscape green belt along Hengshi River, extend the landscape belt to the entrance of Jiugongshan Scenic Spot, retain some of the buildings by Hengshi River, control the number of new construction projects, and build residential buildings of 2~3 floors by the water, to form a waterfront architectural landscape with local characteristics. Form a number of green landscape corridors perpendicular to the river to bring waterscape into the town.

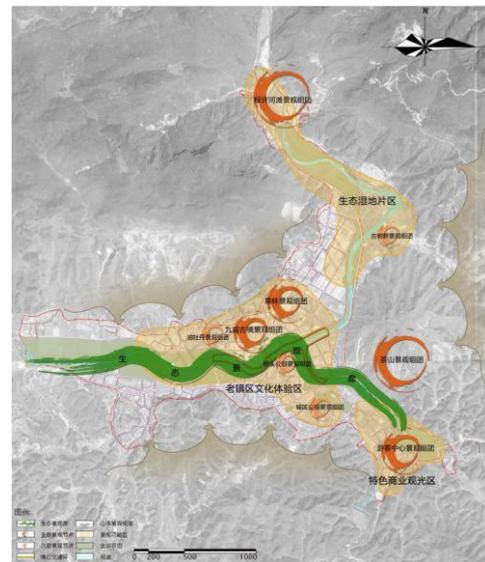


Fig. 6. Analysis of landscape structure of the town.

The design of the landscape nodes and structures enables tourists to feel the unique cultural connotation of Jiugongshan Town in tour. The cultural landscape nodes composed of the tourist reception center, stage, tea house, hot spring resort hotel, cultural and art center and commercial street in the town not only incorporate color symbols, cultural elements and engraving totems into the buildings, but also into architecture, sculpture and sidewalks, connect the landscape with the buildings, blend natural landscape with human landscape, and reflect the charm of intangible cultural heritages in material carriers.

6) *Continuing to develop regional culture and tourism products*: The development of tourism products can combine the abstract rest needs of tourists with the concrete rest space, and enable the tourists to experience deeper regional cultural connotations in their tourism experience. The tourism products of Jiugongshan Scenic Spot are mainly dominated by natural scenery and historical and cultural sightseeing. Jiugongshan Town, as a tourist reception small town around Jiugongshan Scenic Area, should rely on the local traditional folk customs and culture to improve infrastructure and develop special tourism products integrating humanities, leisure and fashion, such as watching Jingchu culture stage performances, tasting tea, eating special dishes, living in B&B, etc., so that tourists can experience the lifestyle of local residents; feel the hot spring culture, enjoy health and wellness care, and enjoy the modern fast and convenient services at the same time; regularly carry out folk cultural activities and festival performances, so that tourists can participate in performance and interaction; a variety of souvenirs and specialties with regional culture are sold on the commercial street, so that tourists can recall the local customs even after the end of the tour.

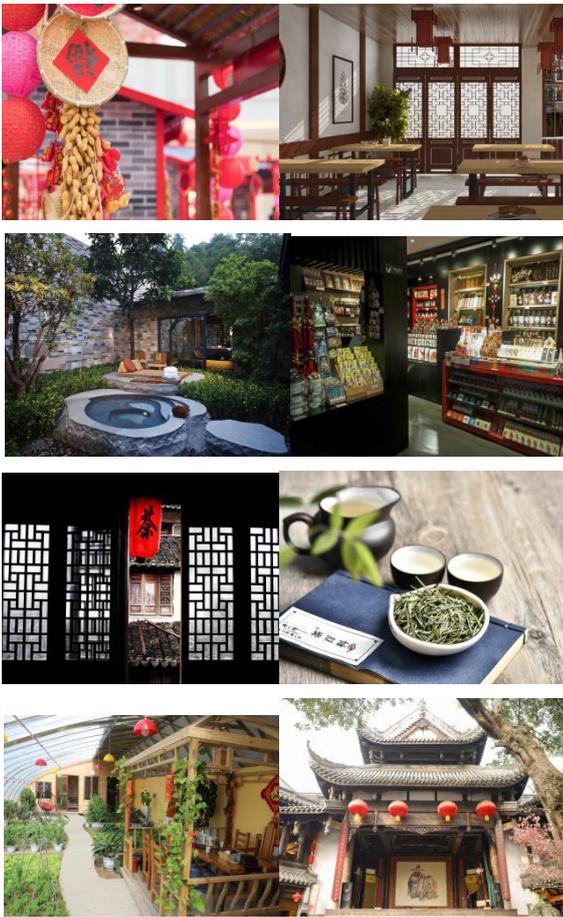


Fig. 7. Tourist product intention map.

## V. CONCLUSION

Based on the location advantages and resource advantages of Jiugongshan Town, its development to tourist reception small town is the direction and opportunity for the future urbanization development. In order to avoid the phenomenon of monotonous architectural style of various towns, the integration of regional culture into planning and design is the source of power for Jiugongshan Town's sustainable development and distinctive development in the future. Based on the current situation and development needs of Jiugongshan Town, this paper explores and considers the regional culture-oriented planning and design strategy, and provides ideas and references for the planning and design of small towns of tourist reception. However, the research of the paper is not deep enough, and lacks casework verification. Therefore, in the future, it is necessary to carry out more researches on tourists' perception and consumer psychology, deepen researches on regional cultural connotation, and combine with data support, to perfect the current deficiencies.

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