

Traditional Village Landscape Design Based on Rural Tourism Background

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Abstract: This study aims to explore how to strengthen the attractiveness, sustainable development and cultural inheritance of traditional villages through landscape design in the context of rural tourism. By the methods of literature review and case analysis, this study deeply studied the methods and practices of traditional village landscape design by collecting and analyzing relevant literature and cases of actual rural scenic spots. The results of this study show that landscape design plays a key role in inheriting cultural heritage, providing attraction and promoting sustainable development in rural tourism. The conclusions of the study show that a comprehensive consideration of the natural and cultural characteristics of the village, combined with best practices, can achieve sustainable development of the village, provide a rich and colorful experience for visitors, while preserving and inheriting the unique culture of the village.

Keywords: Rural tourism background traditional village; Landscape design

Introduction:

Rural tourism, as a form of tourism, has gradually emerged, attracting more and more tourists looking for quiet, natural and cultural experiences. Behind this tourism trend, traditional villages have become high-profile destinations as they represent precious carriers of cultural heritage, the essence of natural beauty and the concept of harmonious coexistence between human beings and nature. However, to turn traditional villages into attractive rural tourist attractions, careful landscape design is needed to highlight the unique charm of the villages while meeting the needs of tourists.

1. The importance of traditional village landscape design

1.1 Inheriting cultural heritage

Traditional villages represent the historical and cultural traditions of a region or community. They are living pages of history, a record of past lifestyles, values and social structures. Therefore, it is essential to preserve and pass on the cultural heritage of these villages. Landscape design plays an important role in this aspect, which can provide visitors with a deeper cultural experience by reflecting the architectural style, traditional customs, crafts and art forms of the village. Through smart landscape planning, the history and traditions of the village can be emphasized, thus strengthening visitors' understanding and respect for the local culture.

1.2 Offer attraction

The success of rural tourism largely depends on the attractiveness of villages. Landscape design can make traditional villages more attractive and attract more tourists to visit. This includes beautifying and restoring buildings, providing well-designed public Spaces, creating visually appealing landscape elements, and providing a rich tapestry of cultural activities. In these ways, landscape design can enhance the village and attract more tourists, thus promoting the development of the local economy.

1.3 Promote sustainable development

Sustainable development is one of the key objectives of rural tourism. Landscape design must be consistent with the principles of sustainable development, including resource management, environmental protection and social development. This means taking energy conservation, water management, waste disposal and ecological protection into account during the design process. At the same time, landscape design should also promote the sustainable development of society, including community participation,

improving the quality of life of local residents, and increasing employment opportunities. By taking these factors into account, landscape design can make a positive contribution to the sustainable development of rural tourism, ensuring the long-term prosperity of villages.

2. Traditional village landscape design method based on rural tourism background

2.1 Combine the concept of village ecology and culture to highlight the landscape characteristics of the village entrance

The entrance landscape design of rural tourist attractions plays a key role in the whole rural tourism experience. It is not only the place where tourists first contact the village, but also an important node that shapes the tourists' impression and expectations of the whole village. In the landscape design, the integration of ecological characteristics and cultural concepts of the village can inject unique characteristics and attraction into the entrance landscape. For example, if we consider a village with a theme of rice paddies, the entrance landscape can take on an ecological character through clever design. This may include simulating the landscape of rice paddies, rice, and the flowers and plants in the fields around the village to create a realistic sense of farming life. At the same time, the cultural elements of the traditional village should also be fully reflected, such as ancient archways, traditional buildings and historical totems of the village, which can become part of the entrance landscape. These elements add to the entrance landscape not only to beautify, but also to convey the unique charm and deep cultural values of the village. This combination of ecological and cultural landscape design approach not only makes visitors feel close to nature, but also gives them a deep understanding and respect for local cultural traditions. With this entrance landscape design, visitors are able to maintain the excitement and anticipation of the entire rural tourism experience as they further explore the village. Therefore, entrance landscape design plays an integral role in the success of rural tourism.

2.2 Make full use of ancient village buildings to realize the collision between traditional customs and modern civilization

The ancient architectural resources of traditional villages are precious cultural heritages, which represent the past architectural skills, artistic styles and historical inheritance. In the landscape design of rural tourist attractions, making full use of these ancient buildings can realize the organic collision of traditional customs and modern civilization, and create a unique and attractive experience. With clever renovation and restoration, old buildings can be given a new lease of life. They can be converted into cultural exhibition centers to showcase the village's history, traditional crafts and cultural achievements, helping visitors gain a deeper understanding of the local cultural heritage. In addition, these buildings can also be used to house handicraft shops where visitors can shop for local handmade goods, thereby supporting local artisans and artists. On the other hand, the surrounding modern leisure and entertainment facilities can provide tourists with more choices. The setting of cafes, restaurants and art galleries not only meets the needs of modern tourists, but also creates more business opportunities for the village and promotes economic development. This design approach has revitalized and modernized the culture while preserving the cultural heritage, breathed new life into the village, attracted more visitors, and enhanced the pride and quality of life of the local residents. This integration of culture and commerce provides strong support for the sustainable development of rural tourism.

2.3 Strengthen the layout of rural functional areas and create multi-level rural landscapes

In the landscape design of rural tourist attractions, strengthening the layout of rural functional areas is regarded as a crucial task. These pastoral functional areas include farmland, orchards, gardens and livestock areas, which represent rich elements of rural life and can provide different levels of pastoral landscape to enrich the visitor experience. Landscape designers can cleverly combine these functional areas organically to create a multi-level pastoral landscape, so that visitors can experience different rural landscapes in the same place. For example, visitors can walk in the beautiful garden, enjoy the blooming of various flower vegetation and feel the beauty of nature. Then, they can go to the field to participate in farming activities, experience the process of planting and harvesting, and get close to the land. Finally, visitors can go to the orchards, pick fresh fruit, and experience the delicious harvest of the countryside. This multi-level pastoral landscape design not only increases the interactive experience of visitors, but also provides diversified agricultural economic benefits for the village and promotes sustainable development. It encourages visitors to gain a deeper understanding of the rural lifestyle while providing new economic opportunities for local communities and driving prosperity in rural areas. This landscape design method not only meets the needs of tourists, but also promotes the goal of cultural inheritance and sustainable agricultural development, which is one of the important strategies for the successful development of rural tourist attractions.

2.4 Pay attention to the management of rural rivers and mountains, and strengthen the integration of water systems and mountain landscape ecology

The river system and mountain system are the core elements of the rural landscape, they add a unique natural beauty to the village, but also provide a rich natural experience for rural tourism. In landscape design, paying attention to the management of water systems and mountain systems helps to strengthen their ecological integration with the rural landscape, and improve the attractiveness and sustainability of scenic spots. For rivers, cleanup and ecological restoration are key. Cleanup involves the removal of pollutants and weeds to improve water quality and make the river more suitable for water activities and ecological observation. Ecological restoration can restore the natural state of the river, provide more ecological habitats, and attract wildlife. These initiatives not only enhance the quality of the water body, but also increase the natural landscape value of the scenic spot, bringing a more pleasant experience for visitors. The governance of the mountains is equally important and can include trail construction so that visitors can better explore the mountains. The designation of ecological protection areas helps to protect the original ecosystem of the mountains and ensure the continued existence of ecological balance. Wildlife conservation also encourages ecological diversity and attracts tourists who love nature and wildlife observation.

Concluding remarks:

In short, the landscape design of traditional villages under the background of rural tourism is a multi-faceted subject, which needs to consider cultural, natural, economic and social factors. Only by striking a balance between these factors can the sustainable development of rural tourism be achieved and the unique charm and values of the village be preserved and passed on. We believe that through continuous exploration and innovation in landscape design, rural tourism will continue to flourish in the future, bringing more opportunities and fun to tourists and local communities. In this process, landscape design will continue to play an important role in enhancing rural tourism and injecting new vitality into our cultural and natural heritage.

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