

Application of Ecological Landscape in Rural Landscape Design under the Background of Rural Revitalization

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Abstract: The implementation of rural revitalization strategy provides a broad space for the application of ecological landscape design in rural landscape design. At present, the problems such as the destruction of rural ecological environment, lagging economic development and the loss of traditional culture are becoming increasingly prominent, so it is urgent to innovate the concept and method of rural landscape design. Based on the analysis of the important role of ecological landscape design in improving rural ecological environment, promoting rural economic development and inheriting rural culture, this paper puts forward the application strategy of ecological landscape design in rural landscape design from three dimensions of ecology, economy and culture. Through the scientific application of ecological landscape design, multiple goals of rural ecological environment improvement, economic development and cultural inheritance can be achieved, providing strong support for comprehensively promoting rural revitalization.

Keywords: Rural revitalization; Ecological landscape; Rural landscape design; Application strategy

Introduction:

The 19th National Congress of the Communist Party of China proposed the implementation of the strategy of rural revitalization, emphasizing that we should give priority to the development of agriculture and rural areas, establish and improve the system, mechanism and policy system for integrated urban and rural development, and accelerate the modernization of agriculture and rural areas. Under this background, the application of ecological landscape design in rural landscape design has attracted much attention. Ecological landscape design is a new concept and method of landscape design. Landscape planning and design guided by ecological principles can effectively improve the rural living environment, repair the damaged rural ecosystem, excavate and inherit rural traditional culture, and promote the transformation and upgrading of rural industries. Therefore, the study of the application of ecological landscape design in rural landscape design is of great significance for implementing the new development concept, taking the road of ecological priority and green development, and promoting the comprehensive revitalization of rural areas.

1. The importance of ecological landscape design in rural landscape design

1.1 Improving the rural ecological environment

Rural ecological environment is the basis of human survival and development, which is related to agricultural production, farmers' life and rural sustainable development. However, due to the long-term lack of scientific planning and effective protection, the quality of the rural ecological environment has been declining in some areas, facing land degradation, water pollution, biodiversity reduction and other problems, which seriously restricts the sustainable development of rural areas. From the perspective of ecology, ecological landscape design follows the integrity and systematic principles of the ecosystem, scientifically and reasonably allocates landscape elements, optimizes spatial structure, builds a stable ecosystem, maintains the ecological balance, and enhances the self-repair and adjustment ability of the ecosystem, thus effectively improving the quality of the rural ecological environment and providing a solid ecological foundation for the sustainable development of the countryside. Therefore, strengthening ecological landscape design is of great significance for improving rural ecological environment and realizing rural green development and sustainable utilization.

1.2 Promoting rural economic development

Rural economic development is the key to achieve rural prosperity and increase farmers' income and prosperity. Ecological

landscape design can effectively promote the development of rural economy by rational planning and layout, optimizing resource allocation, and tapping and utilizing the economic value of rural ecological landscape resources. On the one hand, ecological landscape often has high aesthetic value and recreation value. Through ecological landscape design, emerging industries such as ecological tourism, leisure agriculture and creative agriculture can be developed, farmers' employment and entrepreneurship channels can be broadened, farmers' income can be increased, and rural economy can be diversified ^[1]. On the other hand, ecological landscape design can also be integrated with rural industry development, through the development of ecological agriculture, forest economy, etc., to extend the industrial chain, improve the added value of agricultural products, enhance the competitiveness of rural industry and sustainable development ability. At the same time, ecological landscape design can also be combined with precision poverty alleviation, through ecological poverty alleviation, tourism poverty alleviation and other ways, to help poverty alleviation, promote the inclusive growth of rural economy.

1.3 Inheriting rural culture

Rural areas are important cradles of traditional Chinese culture, rich in material and intangible cultural heritage, and the roots of Chinese civilization. However, under the impact of modernization and urbanization, some rural traditional culture faces the danger of being lost and annihilated. On the basis of respecting rural cultural traditions and protecting rural cultural heritage, ecological landscape design uses modern design concepts and methods to adapt to local conditions and highlight characteristics, and combines rural traditional culture with modern design art to create an ecological landscape with local flavor and times characteristics, which becomes an important carrier for displaying and inheriting rural culture. Through ecological landscape design, it can arouse people's sense of identity and pride of rural traditional culture, enhance the influence and attraction of rural culture, promote the creative transformation and innovative development of rural culture, and provide new ways and impetus for the inheritance and promotion of rural culture.

2. The application strategy of ecological landscape design in rural landscape design

2.1 Ecology: protect and restore the rural natural ecological landscape

Rural natural ecological landscape is an indispensable part of rural ecosystem, and plays an irreplaceable role in maintaining ecological balance, conserving water, regulating climate and conserving biodiversity. When carrying out rural landscape design, it is necessary to adhere to the basic principle of giving priority to conservation and giving priority to natural restoration, protect original natural landscape resources to the maximum extent, and carry out systematic restoration of degraded ecosystems ^[2]. We need to take effective measures to strictly protect important ecological landscapes such as natural forests, natural wetlands, rivers and lakes, rationally draw red lines for ecological protection, and strictly control development and construction activities. For different types of degraded ecosystems, ecological restoration should be carried out according to local conditions, such as returning farmland to forest and grassland, comprehensive control of soil and water loss, and restoration of mine ecological environment. Overall planning of rural development layout, reasonable division of rural construction land, intensive use of land resources, avoid destructive development of ecological landscape; At the same time, we will strengthen the construction of rural ecological infrastructure, improve sewage and garbage treatment facilities, vigorously promote clean energy, and minimize environmental pollution. Only by comprehensive use of the above measures can we achieve effective protection and restoration of rural natural ecological landscape and lay a solid ecological foundation for rural sustainable development.

2.2 Economy: Developing ecological industries and promoting rural economic development

The organic combination of ecological landscape design and rural industry development is the key path to realize the unity of ecological benefits, economic benefits and social benefits. In this process, the development of ecological agriculture is undoubtedly an important starting point. Relying on the advantages of ecological landscape resources, we will develop green industries such as ecological planting and ecological breeding according to local conditions, promote the transformation of agricultural production methods into green and organic ones, build high-quality agricultural products brands, and increase the added value of agricultural products. At the same time, we will actively revitalize idle farm houses, abandoned factories and other resources, develop new business forms such as tourism agriculture and creative agriculture, extend and expand the industrial chain, and inject new vitality into the rural economy. The development of rural tourism, on the other hand, can make full use of the unique natural landscape and cultural landscape endowments of the countryside, scientifically plan and build eco-tourism scenic spots with their own characteristics, carefully create forest health, pastoral vacation and other characteristic tourism products, shape the brand of rural tourism, attract tourists from all sides, and drive the economic development of the surrounding areas ^[3]. While developing ecological agriculture and rural tourism, we should also promote the integration of primary, secondary and tertiary industries, encourage the deep integration of

agriculture with processing and service industries, actively develop new industries and business forms such as intensive processing of agricultural products and leisure agriculture, promote the organic integration of industrial chains, value chains and supply chains, and expand the channels for farmers to find employment, start businesses, and increase their incomes. Only by promoting the diversified development of ecological industries can we provide lasting impetus for the high-quality development of rural economy and realize the multi-win goal of ecological beauty, industrial prosperity and farmer wealth.

2.3 Cultural: excavating and inheriting rural cultural landscape

As an important carrier of rural civilization, rural cultural landscape not only shows the characteristic charm of the countryside, but also condenses the historical memory of the countryside. In the ecological landscape design, we must attach great importance to the excavation and inheritance of rural traditional culture, skillfully integrate it with modern design concepts and methods, and create a landscape with local flavor and characteristics of The Times. For the precious traditional villages, the protection system should be improved, the scope of protection should be scientifically delineated, and cultural relics such as traditional houses, ancestral halls, cultural relics and monuments should be carefully repaired to fully restore the appearance of traditional villages. At the same time, in-depth exploration of village cultural tourism resources, vivid narration of village stories, and extensive dissemination of excellent rural culture^[4]. For the long-established agricultural cultural heritage, it is necessary to systematically sort out, build agricultural cultural parks, museums and other places according to local conditions, and comprehensively display the development of agricultural civilization. Moreover, activities such as farming culture festivals and folk customs exhibitions are actively held to innovate ways of activating and utilizing farming cultural heritage. For the rich and colorful local culture, we should organize professional forces to dig deep and collate local literature, folk art, traditional skills and other resources, and develop cultural and creative products with distinctive local characteristics; At the same time, we will strengthen the construction of public cultural service facilities in rural areas, carry out a wide variety of cultural activities, and constantly enrich the spiritual and cultural life of farmers. Only in this way can traditional culture be revitalized with new vigor and vitality in the modern context, inject profound cultural heritage into the rural ecological landscape, and provide strong cultural support for rural revitalization.

3. Closing remarks

To sum up, the application of ecological landscape in rural landscape design is an important way to implement the new development concept, promote the construction of ecological civilization, and realize the comprehensive revitalization of rural areas. Ecological landscape design can play an important role in improving the rural living environment, restoring the rural ecosystem, developing the rural ecological industry, inheriting and carrying forward the excellent rural culture, and providing strong support for the sustainable development of rural areas. In the future, with the in-depth implementation of rural revitalization strategy and the continuous enhancement of people's awareness of ecological environmental protection, the application prospect of ecological landscape design in rural landscape design is broad. Therefore, it is necessary to form a good situation in which the government, society and villagers can jointly promote, and provide a strong driving force for comprehensively promoting rural revitalization and accelerating agricultural and rural modernization.

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