

Enabling Rural Revitalization and beautiful plain water towns

—Research on the development mode of rural picking garden based on landscape premium effect

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Abstract: China has a large rural population, rich land resources and beautiful and unique natural landscape. In recent years, China has been committed to combining tourism and rural agriculture to promote rural economic growth. In the fast-paced urban life, citizens are trying to find a way to relieve pressure and get close to nature, and rural tourism arises at the historic moment. By studying the landscape premium effect of the picking garden, this paper hopes to inject new vitality into the development of the picking garden and break the situation for the development mode of the traditional picking garden with the support of the landscape. Creating the landscape characteristics of the picking garden and improving the landscape quality of the picking garden can attract more tourists, improve the economic benefits of the countryside and help the revitalization of the countryside on the one hand; On the other hand, it also provides a development path for young talents who are willing to invest in Rural Revitalization. And this study is not only applicable to a picking garden, but also can provide reference for the landscape premium of picking garden under the same conditions.

Key words: Rural Revitalization; Landscape premium effect; Picking garden; Jiaying

1. Introduction

In 2021, Zhejiang Province will shoulder the mission of high-quality development and construction of a demonstration area of common prosperity. Jiaying, Zhejiang Province, is a place with a long triangle but still retains a large number of arable land and rural industries. In recent years, facing the market demand, Jiaying has made efforts to develop rural primary, secondary and tertiary industries, from exploring and cultivating characteristic agricultural products and creating a “food back garden”, to exploring the Agricultural Economic Development Zone, and then to creating a beautiful rural economy and actively integrating into the “circle of friends” in the Yangtze River Delta. As the picking garden is more and more popular with urban residents, if we can create a pleasant picking garden, it will certainly attract a large number of consumers in surrounding cities, thus helping the Rural Revitalization. However, the study found that the attraction of picking gardens of the same scale and type in different landscape environments is very different. With the support of landscape, the external attraction of picking gardens will be greatly improved. Therefore, this paper puts forward some landscape constructive suggestions in order to improve the landscape value of the picking garden. Common prosperity starts from improving people’s quality of life, touches the soul of the public, and takes common prosperity as the goal of rural revitalization, which can inject continuous power into Rural Revitalization.

2. Research status at home and abroad

Landscape is an indispensable part of improving the living environment and building the ecological environment. The research on landscape design itself at home and abroad has been very common, and its basic role is also self-evident. However, at present, it is rare to study the effect of crops as the main part of the picking garden on landscape premium from the perspective of enabling Rural Revitalization from the perspective of landscape premium.

Although there are relevant researches on rural crop landscaping, residential crop landscaping, etc., most of them are about traditional crop landscaping, and some are about the overall landscape design of the picking garden. The research on the crop landscape strategy in the picking garden, especially the landscape premium effect of crops in the rural picking garden, There is no typical case at this stage, so this topic has a certain perspective, which can provide a certain demonstration and reference for the future rural picking garden.

3. Current situation of local rural picking Gardens

As an area with relatively weak urban and rural planning management, rural areas tend to focus on the preparation of a single village in terms of planning preparation methods, planning implementation and other aspects, and lack of practical exploration to examine the development of rural areas from the regional level, especially the lack of multi planning and integrated planning to coordinate various elements such as ecological protection and land use. On the whole, although rural picking gardens are distributed in all districts and counties, they are scattered and relatively small in scale. Although some gardens have become large-scale, they also ignore their landscape value. With reference to sightseeing picking, rural tourism and leisure vacation, some fruit producing areas have also established demonstration parks with regional characteristics. As a new leisure industry, picking has become a major feature of rural tourism. Most of the existing parks only focus on the development of agricultural industry, but are not integrated with rural construction. Under this background, the development of picking garden tourism must take the road of characteristics.

On the whole, the local picking garden is still in a stage of development that needs to be improved. Most operators rely solely on agricultural resources, one-sided emphasis on development, and ignore the premium effect of landscape, which makes the landscape

characteristics of rural picking gardens not obvious enough, and then affects the long-term development of picking Gardens. Most of the picking gardens are mainly open-air and greenhouses. Inside the picking garden, there are patches or rows of picking crops. The picking route continues to use the farming route. Most of the roads are mainly bare natural soil with less hardening. Some of them have simple rest facilities, lack of image display interface, and guidance instructions are not obvious enough. Most of them have no landscape premium space.

4. Analysis on the necessity of landscape construction of picking garden based on landscape premium

Under the background of the new era, we must carry out scientific and correct guidance for rural greening and beautification, with the target of “rural”, the foundation of “greening”, the focus of “beautification”, and the key point of “industry”. Rural landscape is one of the important bearing units of rural ecological environment and culture. Scientific and reasonable planning based on the rural landscape characteristics system and the construction of ecological and livable villages are important contents of building a beautiful China under the guidance of ecological civilization. The services provided by the garden are not limited to rest and viewing, but also include providing people with life services that meet practical needs. With the continuous development of society, the scope of landscape services is becoming wider and wider, and the landscape premium effect is becoming more and more obvious, including in parks, residential areas, amusement parks and other outdoor venues, the important value of landscape can be seen everywhere.

According to the landscape ternary theory, landscape includes three levels: landscape environmental image, environmental ecological greening and public behavior psychology, which are closely linked. The public behavior psychology will be affected by the landscape environmental image and environmental ecological greening. Without ecological greening, there will be no beautiful landscape environmental image, let alone meet people’s behavior needs and the highest spiritual enjoyment. Different landscapes give people different psychological feelings. It is generally believed that high-quality landscapes correspond to positive feelings, while vice versa. Therefore, improving the landscape environment in the picking garden can improve the spiritual enjoyment of tourists, so as to play its landscape premium effect.

To sum up, it is imperative to improve the economic benefits of rural picking gardens and the premium effect of rural picking gardens in order to attract tourists. Based on the landscape premium effect of picking garden, this paper puts forward many factors that should be considered in the design of picking garden. On the one hand, it is necessary to carry out a unified planning and design of the rural picking garden, on the other hand, it is necessary to seek the corresponding characteristic products on the basis of unity.

(1) Productive landscape

No matter what type of picking garden, in the final analysis, its main body is crops. Although crops are not garden plants in the general sense, as the main body of the picking garden, their proportion is huge. If it is only related to its main function, ignoring its landscape overflow value, it is bound to cause a huge waste of landscape. Therefore, the landscape value of crops should not be ignored. For example, the land art of planning and designing crops with different colors and characteristics is a typical case used in recent years, which adds a bit of fun to the land on the basis of not wasting land resources. This kind of landscape is more suitable for application in large-scale crop picking gardens, and can form a complete visual effect. Therefore, at the beginning of the construction of the picking garden, it can be planned and designed in a unified way in conjunction with one or more villages. In addition, in the small scale, according to the different perspectives of people, from the perspective of people, the environmental landscape that is more in line with the public behavior psychology can be designed on the near scale. For example, multi-level and diversified cultivation can be carried out to make it show changes at the spatial level; Different ways of artistic splicing are carried out in color, and appropriate artistic processing is carried out in shape. And the diversity of picking sightseeing orchards is conducive to beautifying the environment, reducing dust, waste gas, noise and other pollution, and effectively protecting the ecological environment. In addition, the picking experience requires people to have direct contact with crops. When selecting crop varieties, we must pay attention to humanization, especially people’s feelings in vision, hearing, smell, taste and touch; When picking crops, we should pay attention to the change of time, which will have different seasonal effects, and try to ensure the four seasons’ picking.

In recent years, with the progress of science and technology and its wide application in the field of agriculture, scientific and technological means can be appropriately applied in the display and picking process of crops in the picking garden to increase the participation and interaction of tourists. And through the use of high-tech agricultural technology to develop green agriculture with high yield, high quality, high efficiency, low energy consumption and no pollution, the transformation from resource-based development to agricultural technology-based development can be realized.

(2) Traditional landscape

The traditional sense of landscape architecture can give new landscape value to the original productive landscape. At this stage, in addition to the traditional productive landscape which can meet the picking function, the rural picking garden will not add too many garden landscapes, which will greatly reduce its attractiveness. From the perspective of the landscape itself, the landscape in the rural picking garden can be improved from the following aspects.

First of all, the picking space in the garden can be planned and adjusted in a unified way to break the rigid planting form, integrate the four landscape design elements of terrain, water, architecture and plants (here refers to garden plants except crops) to establish the landscape space, and integrate the landscape elements such as point, line and surface into the landscape design of the picking garden to establish the

landscape skeleton. Because Jiaxing is mainly plain, it has not obvious advantages in the establishment of terrain, but it can make some micro terrain in local areas and appropriately increase the ups and downs. Here, we should pay attention to planting plants with higher height in the high area, on the contrary, plants with lower height should be planted in the low area to highlight the height difference. The walking route shall be set according to the landscape effect, and the choice of pavement materials shall be mainly based on the convenient walking pavement. Some small buildings shall be built according to the needs, which can be used for rest or welcoming guests. The architectural style shall conform to the overall landscape style of the picking garden.

Secondly, the landscape design should combine the local cultural elements and organically integrate the local folk culture. Rural Revitalization is a major historical task in China, and the rural cultural landscape is the characteristic brand of Rural Revitalization and the only way to achieve rural revitalization. Some modern elements can also be appropriately added, such as setting up some landscape sketches or landscape art installations in the park; The corresponding IP image can also be set according to the crops picked in the season to increase the fun of picking.

Finally, the landscape design of the picking garden should pay special attention to people-oriented humanized design, and human factors, including human behavior and psychological factors, should be considered in the design. Picking garden is a process for people to have close contact with crops, and zero distance contact with the landscape requires higher humanization. The humanized factors of the landscape of the picking garden can be considered from the following aspects: first, the humanized design of the picking route should be considered, so as to avoid turning back as much as possible, avoid the "single wooden bridge" road with many people, set up appropriate rest facilities along the road, and pay attention to shade. Second, the picking space should be comfortable and have a strong atmosphere, and some slogans should be added locally. The height of the picked fruit should be designed according to the height of the human body. Handrails or auxiliary facilities can be set up for tourists. Third, in addition to simple picking space, we should also appropriately set up rest space and entertainment space for children to meet the needs of multiple groups.

(3) Spillover landscape

Rural landscape refers to the land within the scope of rural areas and the space and material complex on the land. The spillover landscape here refers to the rural landscape of the village where the picking garden is located. Tourists must enter the village before entering the picking garden, so the importance of the village landscape can be imagined. Therefore, in order to fully attract tourists, in addition to the unique landscape premium effect of the picking garden itself, the premium value of its spillover landscape should not be ignored. Only in this way can the landscape premium effect of the picking garden reach its maximum value, The design points of the village landscape will not be repeated here.

summary

This paper studies the landscape premium effect of rural picking gardens, and finds that the landscape premium effect of rural picking gardens is very obvious. With the support of landscape, it can inject great vitality into the development of picking gardens. Based on this, this paper puts forward the landscape constructive suggestions of enabling Rural Revitalization and beautiful plain water town, hoping to bring more popularity to the countryside, effectively lead rural revitalization and help common prosperity.

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Exploration on the approach of “integration of literature and Taoism” in College Chinese teaching under the pattern of “great ideological and political”

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Abstract: Based on the Creation Orientation of humanistic education in Colleges and universities, this paper examines the choice of theoretical construction under the realistic dilemma of the ideological and political reform of the current college Chinese course, and makes a beneficial discussion on the root causes and root causes from two aspects: the construction of the academic connotation of “literature” and the value realization mechanism of “Tao”, adhering to the principle of integrity, and doing a good job in the top-level design, So as to practice the ideological and political education goal of College Chinese course in the perspective of “great ideological and political education”, which is to educate people with culture, morality and morality.

Key words: College Chinese; Curriculum ideological and political education; Integrating disciplines; Cultural people; Educating people with Tao;

In the related research on the ideological and political education of College Chinese course, a few scholars have focused on exploring the relationship between the internal course Ideological and political education and the external ideological and political education. The blind spot of this view lies in the misreading of College Chinese course as the essential connotation of humanistic quality education. Based on this, the research and analysis of diluting the humanities in the teaching process, pursuing the inlay of external forms and the implantation of political labels also split the relationship between the knowledge structure of College Chinese course and the educational value. “The essence of ‘big Chinese’ teaching is a teaching practice centered on wide reading, a wide range and a long-range goal.” it conforms to the endogenous ideological and political elements of the College Chinese course, follows the principle of the unity of explicit and implicit education, and caters to the inherent genetic characteristics of the teaching law. It is to straighten out the fundamental direction of the extension of ‘big Chinese’, Implement the paradigm reference and integration empowerment of interdisciplinary and interdisciplinary ideological and political elements’ construction logic, identify the theoretical coupling point of “great ideological and political” under the reform of educational ecology, consolidate the theoretical foundation of “Literature” and open up the practice direction of “Tao” from the dimensions of theoretical origin, internal logic, value base, and Era Connotation, integrate Chinese, disciplines, and majors, and shape morality, cultivate people, cultivate people with cultureThe road of cultivating plastic with the same direction and internal and external cultivation.

1. Clarification of the theoretical implication of “big language, big ideology and politics”: before “Literature” is “integration”

The integration and inheritance point of the “text” of Ideological and political education in College Chinese course combines the ontology of the expression of characteristics and the return of essence, the mutual construction of deepening the combination and support of resources, and the continuity of combing the historical and cultural elements. This paper makes an interdisciplinary clarification of the academic meaning of the “great ideological and political education” in College Chinese course and analyzes the countermeasures to the related difficulties, The mutual structure and phase continuity are described as follows:

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