

Thoughts on rural tourism landscape planning and design

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Abstract: with the rapid development of social economy, the domestic industrial structure is in the key stage of continuous upgrading and optimization. At the same time, the proportion of tourism industry in the total international economy is increasing. With the increasing prosperity of the national economy, people's living standards and spiritual needs are constantly changing. Nowadays, tourism has gradually become one of the important ways of leisure and entertainment. Among them, rural ecotourism is very local and cultural, and has high economic value. It is one of the important forms of tourism landscape planning at this stage. However, according to the current situation of rural development, with the further development of urbanization, the countryside is declining, which virtually brings crisis to rural tourism. Based on this, the national and local governments should invest more human and financial resources to develop the rural tourism economy, aiming to meet the entertainment needs of people for tourism, leisure and vacation. At the same time, they can also carry forward and inherit the local culture and stimulate the power of rural development. At this stage, the rural areas in many regions in China have been in the state of development, and have achieved high economic benefits. However, how to make it develop, we need to further improve the rural tourism landscape planning and design, while promoting economic development, we can retain the local culture.

Key words: rural tourism; Landscape planning and design; Thinking and exploring

Introduction

Based on the new situation, the proportion of the tertiary industry in the whole world economy is increasing, especially the rapid development of the tourism industry, and various regions are developing rural tourism. Due to the large number of rural tribes and the special local culture in China, people's demand for rural tourism is increasing, and rural tourism is deeply concerned and valued by people. However, due to the limitations and influences of various practical factors, various problems have arisen in the process of rural tourism construction. In particular, some villages imitate foreign landscapes in pursuit of higher income, thus damaging the original rural customs, which will not only damage the local landscape, but also affect the rural environment. Based on this, when designing rural tourism landscape, designers need to combine tourism demand and local characteristics. In this process, they should adhere to the concept of sustainable development, so as to promote the harmonious development of ecology. Based on the author's practical experience, this paper briefly describes the connotation and principles of rural tourism landscape design, and puts forward specific practical strategies on this basis, in order to provide reference for the development of tourism economy in rural areas.

1. Brief introduction of rural tourism landscape planning and design

In recent years, with the continuous improvement of people's quality of life, their spiritual needs are also constantly changing. From the previous tendency of urban tourism to rural tourism, there is a large demand for rural tourism. In the process of developing the concept of ecotourism, people regard it as the direction of tourism and the goal of travel. At the same time, it also puts forward higher requirements for the relevant rural tourism landscape design. When designing rural tourism landscape reasonably, designers can effectively beautify the tourism environment, enrich tourism service facilities, and then meet people's service needs for rural tourism, and ultimately enrich their tourism experience and improve their quality of life. According to the development process of rural ecotourism, it is a new form of tourism developed in recent years. It is mainly aimed at urban residents. It can not only obtain economic benefits, but also promote rural culture. It has good development prospects and socio-economic value. Rural tourism needs to be further developed under the guidance of the concept of "green, ecological, environmental protection, culture and creativity", in which the construction work needs to be carried out in combination with the local natural environment and local cultural characteristics, so that the tourism design can be effectively combined with the characteristics of the surrounding environment on the basis of conforming to the natural development and taking advantage of the natural conditions, It can not only meet the entertainment demand of tourism for rural tourism, but also fully highlight the rural characteristics, and finally present a beautiful picture of harmonious coexistence between man and nature for tourists. Based on this, we need to adhere to the concept of landscape ecology to plan and design rural tourism landscape, so that we can use local resources to reasonably layout, create comfortable, healthy and beautiful ecological landscape, and provide tourists with opportunities to contact with nature and local culture.

2. Principles of rural tourism landscape planning and design

2.1 Principle of natural priority

In the process of rural tourism landscape planning and design, we need to emphasize the principle of natural priority, that is, we should highlight the uniqueness and diversity of species when carrying out landscape planning and design, and then we can take effective measures to maintain the balanced development of the ecosystem, maintain the integrity of the ecological environment, so as to realize the harmonious survival of human beings and other kinds of animals. In addition, when designing the rural tourism landscape, we should also protect the local natural species, and carry out extensive publicity in the tourism landscape design, so as to promote the sustainable development of the surrounding environment and organisms. For example, the protection part can be specially established to formulate the original ecological plant and river protection scheme.

2.2 Principle of cultural characteristics

Rural tourism landscape planning and design should focus on highlighting the local history and culture, customs and cultural characteristics, that is, the landscape design should not only respect the local traditional culture, but also show the rural lifestyle. China has a vast land. Different villages in different regions have different cultural atmosphere, historical background and climate characteristics, which makes people in different regions have different living habits and production methods. Therefore, when planning and designing the rural tourism landscape, we should first fully understand the local history and culture and customs through literature investigation and field visits, and fully consider the religious beliefs and other cultures, so as to fully highlight the local flavor and cultural charm. In other words, when planning and designing the rural tourism landscape, we should focus on the characteristic culture different from other regions, including not only the rural cultural characteristics, but also the regional characteristics, and ultimately reflect the economic style of the whole city.

2.3 Diversification principle

Rural tourism tourists generally come from different regions and classes. They have different value pursuit and aesthetic orientation. In order to meet the tourism needs of various types of tourists, designers should adhere to the principle of diversification when designing tourism landscape, so as to provide tourists with various choices and rich experience. Specifically, in the design process, tourists need to be provided with time choices, different routes and consumption choices. After reasonable arrangement, diversified and rich design schemes can be formulated to attract more tourists to immerse themselves and ultimately obtain higher income.

2.4 Participatory principle

When designing rural tourism landscape, designers should also fully consider the participation of tourists. If tourists can not obtain the fun of participation and personal experience, it is easy to lead to the surface of tourist attractions and can not give full play to its social benefits. In order to fully mobilize the enthusiasm and motivation of tourists' participation, enrich the experience and perception of tourists, make them watch the natural landscape, spend their leisure time and understand the local characteristics in the process of tourism, at the same time, they can also obtain rich experience and spiritual happiness, mobilize the enthusiasm of tourists' participation, and finally give full play to the social and spiritual value of rural tourism landscape. Tourists who seriously participate in tourism projects can temporarily withdraw from the busy urban life and enjoy the slow time in rural life, so as to increase their interest in life and meet their entertainment needs. At the same time, they can also develop rural tourism.

3. Rural tourism landscape planning and design strategy

Most villages have increased their development efforts with the support of the national government, and have made remarkable achievements in rural road construction and communication facilities, laying the foundation for the development of rural tourism economy. In order to carry forward the characteristics of rural culture and improve the economic benefits of rural areas, it is necessary to further improve the planning and design of rural areas and create characteristic Rural Tourism Landscapes in order to meet the experience needs of tourists and promote the development of local economy.

3.1 Design landscape entrance

In order to bring immersive experience to tourists, designers need to invest more time and energy in the design of landscape entrance, which aims to deepen tourists' good impression of the region and affect their subsequent consumer confidence. Therefore, when designing the landscape entrance, it is necessary to first analyze the local characteristics and cultural characteristics of the countryside, so as to optimize the landscape entrance on the basis of ensuring the overall coordination. For example, in the design of landmark scenery, designers need to effectively integrate and refine the historical development process and local cultural elements related to the countryside, so that they can naturally penetrate into the architectural style, material selection, decorative carving and other aspects, so that tourists can intuitively understand the local cultural characteristics. At the same time, the designer should also optimize the ancillary landscape design planning, with the help of grassland, shrub, trees and water and other elements to improve the landscape, which can be enclosed by buildings to create a sense of space and reflect the ecology, and ultimately enrich the visual dignity of tourists. In addition, a cultural display wall can also be designed at the entrance of the landscape, including the history of rural changes, traditional culture, folk customs and modern construction achievements, so as to publicize the local cultural connotation and expand the cultural value.

3.2 Residential landscape design

In the planning and design of rural tourism landscape, the general location of rural areas is relatively remote, and there are many tourism projects, so it is difficult for some tourists to browse all tourism projects in a short time. Based on this, it is very important for designers to do a good job of residential landscape design, which can not only optimize the landscape effect, but also display a number of entertainment projects, and ultimately continuously improve the economic value of rural tourism. In the process of residential landscape design, it is necessary to transform the existing residential buildings to effectively integrate the local culture and natural landscape and achieve good design effect. At the same time, designers also need to retain traditional architectural elements such as brick and tile splicing or fences to show the characteristics of traditional architecture. At the same time, designers should mainly use wood, stones and adobe when choosing home materials, which can fully present the nature and ecology of the building and meet the tourism needs of tourists. In addition, in the design of farmhouse activities, farming gardens, picking areas and catering areas can also be set up inside the dwellings, so that tourists can enjoy farming and taste local food.

3.3 Road landscape design

In rural tourism landscape design, road laying plays an important role in the whole landscape design, which can not only enrich the

landscape details, but also optimize the design effect. In the design process, designers can use pattern design or material design to improve the aesthetics and nativity of the road, so as to effectively integrate the internal landscape with the external road, and ultimately reflect the coordination and integrity of the landscape. For example, designers can choose stone, wood, bluestone and other materials on the road pavement. The above materials are not only easy to obtain, but also low cost. In addition, designers can also optimize the pattern design, which can be designed as a folk custom group, and can also design patterns with auspicious meanings, so as to meet the psychological and emotional needs of tourists. Based on the different characteristics of each landscape, flexible design is required. Plank roads can be built with the help of wood to improve the waterfront landscape; Alternatively, stone slabs can be used to splice at intersections to improve the pavement value of the overall road.

3.4 Greening landscape design

When designing rural tourism landscape, we should also fully show the ecological and local characteristics of rural tourism landscape, so as to meet the sustainable development of the natural environment. Based on this, when selecting vegetation types, designers should also fully consider the functions, functions and characteristics of plants, so as to create different green landscapes and bring different perceptions and experiences to tourists. For example, rural tourism landscape design helps to increase the green area, protect the rural ecological environment, and make the landscape design effect “higher”. In terms of vegetation design, relevant personnel should increase the application of local plants, which can help enterprises save costs, improve the survival rate of preparation, and have both economic and ecological benefits. At the same time, the staff also need to observe the growth of vegetation in different seasons and adopt the principle of “optimization” to match it reasonably, which can not only enrich the visual experience of tourists, but also help the development of rural tourism and avoid the impact of seasonal change.

Conclusion:

To sum up, this paper analyzes the importance and principles of rural tourism landscape design, which is conducive to integrating the advantages of rural resources, improving rural economic income, and accelerating the effect of new rural construction. However, in the design stage, we should pay attention to the principles of ecology, coordination and culture, and analyze the actual situation of the local area, so as to design the landscape entrance, residential buildings, roads and greening, so as to meet the diversified needs of tourists, improve the effect of rural tourism landscape design, and give full play to its comprehensive benefit value.

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