

Research on the Concept Connotation and Construction Method of "Park City"

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Abstract: China's "park city" is an emerging project. It emerged and grew with the prosperity of the tourism industry, but the rapid expansion of the construction scale of the park city exposed a large number of problems, resulting in low benefits. From the successful park city project in the world, it can be seen that the park city can not only bring huge economic benefits, but also alleviate and cure the various environments, ecology and problems arising from the urbanization process. This proves the deep value of the park city and the tremendous momentum of sustainable development. This paper expounds the status quo of China's cultural park city, analyzes the key points of urban landscape construction of urban cultural park, and discusses the creation of scene style and diversified landscape in urban cultural theme.

1. Introduction

The history of Chinese cultural parks is relatively short compared with foreign countries. Shenzhen Jinxu Zhonghua Scenic Spot is the pioneering work of the Chinese Cultural Park City. It promotes the development of China's cultural park city through the propaganda of "stepping into history and traveling all day in China". . . At present, China's cultural park cities have problems such as running the title, no characteristics, creative repetition, and rough landscape construction. As a result, there is a big gap between China and foreign countries. For the cultural park city, it is the premise of creating good economic and social benefits by analyzing the original tourism resources, fully examining the site selection and the history of the site, fully exploiting the cultural connotation, and striving to match the theme with its culture^[1].

2. Urban Cultural Park Cityscape Construction Key Points

2.1 The basic concept of theme park construction

Some problems in the development of theme parks are not caused by the nature of the theme park itself, nor by policies and markets, but by the concepts, systems, creativity, investment, management and other reasons that exist in the process of project development and management. The concept and steps of urban cultural park construction are illustrated in detail in Figure 1 below:

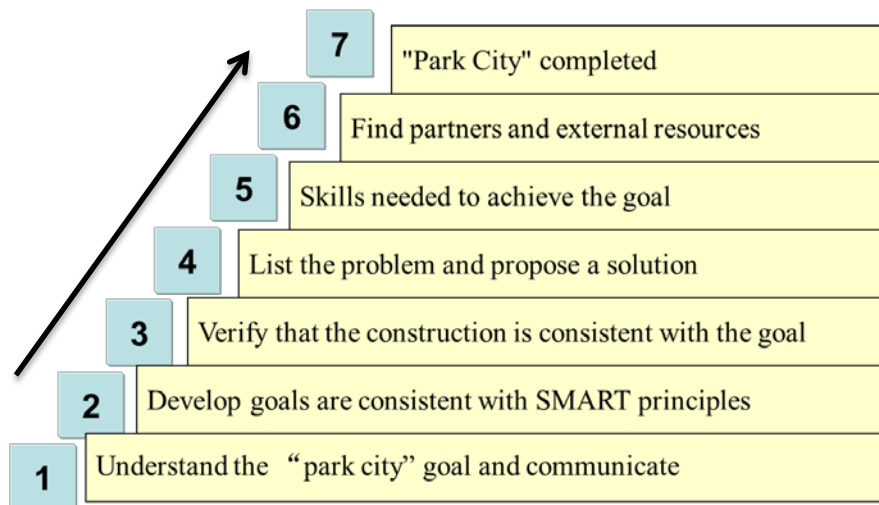


Figure 1 Concepts and building steps for the construction of urban cultural parks

As shown in Figure 1 above, when the urban construction department makes development decisions, it must strategically locate the project. For decision makers, understanding the concept of international theme park construction is an important basis for positioning ^[2].

2.2 The value orientation of theme parks in the background

Nowadays, China has entered the era of urbanization. The flow of large-scale personnel has accelerated the rapid expansion of the city. It is accompanied by excessive population load and increased competition for competition. Urban employment, schooling and medical treatment are difficult; crime rate is rising, a variety of unhealthy values are rampant. Large-scale, large-ecological, large-area theme parks have strong radiant energy to cure urban syndrome, and are an effective way for megacities to combine economic development with ecological environment and culture.

2.2.1 Taking the mass culture as the connotation

The theme parks that have grown up under market conditions are generally artificial structures with obvious characteristics, reflecting the economic strength, level, cultural concept, trend of thought, aesthetics and standard of living at that time, and the spirit embodied in the traditional landscape. Compared with the cultural profoundness of meaning, ideals have certain limitations. Therefore, we can't deliberately pursue deep cultural tastes like planning and designing traditional tourist landscapes, nor can we break away from the consumption characteristics and tastes of the masses, and attack by a few experts or a few people on the judgment standards of elegance and vulgarity, high and low taste. And the development and construction of the theme park; and cannot simply reduce the cultural level of the theme park in order to meet the low-level vulgar consumption taste of a few tourists ^[3].

- ◆ To meet the needs of mass tourism consumption, it should reflect the characteristics of individuality, diversification and innovation in planning, and strive to achieve a combination of high-grade and popularization, and enjoy the elegance and common taste to meet the needs of tourists of all cultural levels. Guide consumption with a moderately advanced attitude.
- ◆ Authenticity is the core of cultural connotation. Try to do "false real work", "false real culture", to achieve the degree of skill and realism.

Further explore cultural characteristics. Enhance the cultural connotation of the theme park by

injecting new culture into the outside world. If it can be combined with film and television production, use film and television culture content to enhance its cultural connotation.

2.2.2 Targeting comprehensive benefits

- ◆ Economy. Pay full attention to market positioning and market possession, make correct commercial value judgments on cultural connotations, increase the ratio of revisiting and investment income, and promote the development of other local industries through the tourism multiplier effect.
- ◆ Environment. The idea that "environment is a resource" should be established. In the development plan, constructive damage cannot be carried out. Instead, local and cultural heritage should be protected and improved, and the quality of its ecological environment should be continuously improved.
- ◆ Community. Through the development of theme parks, it can positively promote the production and lifestyle of the communities in which they live, and even the development of cultural heritage, which is conducive to raising local residents' understanding of the development concept.
- ◆ Exchange. By developing tourism in theme parks, promoting economic and cultural exchanges between regions, and fostering mutual recognition, respect, friendship and cooperation among others, it is conducive to social stability and development^[4].

2.3 Chinese park cities must emphasize urban local culture

On the basis of making full use of Chinese elements and Chinese culture, we will find ways and means to integrate with local cultural park cities, dig deep into the local culture of park cities, and optimize the expressions of the theme to realize the characteristics and international brands of park cities in China. To enhance the dual attraction of China's park city culture and market. In addition, the cultural park city holds an attitude of traditional culture and modern civilization, rather than a simple tourist attraction and a green space.

2.4 City Cultural Park City must be “personalized”

In most cities in China, there is a problem of “one thousand cities” in planning and construction. Blindly copying other garden works and destroying the original local characteristics, resulting in the gradual loss of the inherent historical context of the city, it is necessary to attach importance to and respect regional culture in modern cities. The application in the park city, as shown in Figure 2 below, is the actual case in the construction of the city park:



Figure 2 Construction concept and actual case diagram of “Park City”

As shown in Figure 2 above, it is a sample of the construction of “park city” in Luoyang City, China. Today, historical cities such as Luoyang, Nanjing and Beijing are also vying to become modern metropolises, only from individual ancient buildings and their local area feels the local characteristics, and the basic characteristics are not felt^[5].

3. Urban cultural park urban situational and diversified landscape construction

3.1 Situational landscape

Learn from the theory of landscape sequences in traditional gardening and the situational landscaping techniques in foreign park cities. City Culture Park City can arrange one or several scene-like landscape sequences in the park, and abstractly condense a number of different garden trails from vertical or horizontal relationships in different contexts such as time, space and cultural evolution. The hierarchical relationship of the upper landscape sequence is different, which invisibly expands the landscape of the landscape in the garden, increases the situation, deepens the artistic conception, and improves the tourist interest of the visitors.

3.2 Diversified landscape

In the park city, the theme plot runs through the entire landscape area, and the landscape is designed around a distinct theme. It can create an environment that closely follows the theme of the theme through association, comparison and imitation, so that people are infected and even immersed in the subconscious. At the same time, it also gets psychological relaxation, which is the social nature of the diversified landscape.

The increase in the ornamental landscape of the park has transformed the way people passively visit, allowing people to participate more actively in the theme scenes and gain personal experience opportunities. This is also a catering to the current landscape experience requirements, and the embodiment of entertainment and entertainment. Let people feel the cultural theme and understand the cultural theme in a relaxed and lively environment.

Paying attention to the humanized design concept, not deliberately pursuing the aesthetic meaning and effect of the surface, but emphasizing the intrinsic value and practical function, is the embodiment of the practicality of the urban landscape park's diversified landscape. The addition of high-tech means enables the landscape to extend its visual, auditory, taste, and tactile aspects, giving new forms and content to the landscape and creating a more fascinating landscape.

4. Conclusions

To sum up, grasp the key points of urban landscape construction in urban cultural parks, learn from the landscaping techniques in foreign park cities, make good use of Chinese elements, carry forward Chinese cultural characteristics, and lay a good Chinese cultural card to further enhance the cultural attraction of park cities in China. Prepare for the huge impacts and challenges brought by the future development of the cultural park city. The urban context has been paid more and more attention. China has stepped out of the old routine of urban cultural parks and has been paying attention to and tapping the local cultural theme. The World Tourism Organization predicts that cultural park cities are the trend of current or future tourism development, and cultural park cities have great room for survival and development.

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