

# Planning and Design of Rural Landscape under the Upsurge of Ecological Tourism

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**Keywords:** Rural landscape, Ecological tourism, Design principle, Design method.

**Abstract:** In the fast-paced atmosphere of urban life, many people would like to recover original simplicity and return to nature, which in turn leads to the development of ecological tourism industry. Also, under the upsurge of ecological tourism, rural landscape construction is in full swing, which creates great opportunities for rural revitalization and industrial transformation. In the construction of rural landscape, it also should do well in the planning and design of rural landscape based on the concept of sustainable development. The construction of rural landscape should reflect the ecological and humanistic value of the countryside with scientific and reasonable planning and design, truly fit in with the upsurge of ecological tourism, bring tourists richer play experience, and integrate the landscape design with the rural natural scenery. This work mainly discussed the planning and design of rural garden landscape under the upsurge of ecological tourism, and defined its main design principles and strategies, so that the rural garden landscape can be coordinated with the countryside and surrounding environment. It not only embodies the beauty of nature, but also highlights the characteristics of humanistic design.

## 1. Introduction

Based on the momentum of the rapid development of rural tourism industry, rural ecological tourism is very popular since it advocates returning to nature, the harmonious unity between man and nature, and bringing people's mind rest. However, there are also problems of homogenization in the construction of garden landscape, especially the similarity of architectural sketches and tourism projects. The construction of homogenization is divorced from the characteristics of local villages, leading to the aesthetic fatigue of tourists, and finally greatly reducing the economic benefits of rural ecological tourism projects [1]. Therefore, it should jump out of the misunderstanding of homogenization, pay attention to the rural natural and cultural characteristics and take it as the guidance. Also, it should do well in the planning and design of rural garden landscape, integrate original design and appropriate design, leave a deep impression on tourists, and realize the stable development of the value of rural ecotourism industry. Therefore, it is necessary to explore the planning and design of rural landscape based on the upsurge of ecological tourism.

## 2. Elements and functions of rural landscape

### 2.1 Elements of rural landscape

For the natural landscape of rural garden planning, the elements of rural garden landscape mainly include natural elements and traditional humanistic elements. Rural humanistic landscape mainly refers to the natural landscape with obvious changes in the structure of the original rural natural landscape under the long-term influence of human beings. Typical rural humanistic landscape includes: modern towns, pastures and rural areas.

## **2.2 Various functions of rural landscape**

On the one hand, it is the function of economic production. In the rural landscape, agricultural landscape accounts for a very large proportion in the rural landscape. Most of the land is used as the main production of agricultural and forestry crops. In the process of expressing the idea of agriculture as the foundation, agricultural users continue to improve in order to better meet their production and living needs. Its nature is based on production and practicality. Its economic production function is the first function of rural landscape. On the other hand, it is an important function of ecological and environmental protection. In the process of economic development of farming with land, people follow the basic principle of adjusting measures to local conditions and take the coordination between rural landscape environment and its development as the premise. It further improves the environmental coordination and development of rural ecology and landscape.

## **3. Principles of rural landscape planning and design**

### **3.1 Ecological principle**

The planning and design needs to improve the ecological and environmental protection awareness of local villagers. In case of conflict between economic benefits and environmental protection, it should unswervingly adhere to the general direction of ecological protection based on appropriate development and the principle of ecological stability. It should prevent serious phenomena such as noise and pollution caused by subsequent development due to errors in planning and design, which violate the principles of ecological and environmental protection [2]. Ecological principle is the most basic red line. The degree of pollution involved in development determines whether the rural landscape design of an area can be satisfactory.

### **3.2 Marketization principle**

In order to attract tourists, rural landscape design should follow the market principles and marketing regulations. The investor should also fully understand the local tourism market demand and daily consumption positioning. The correct judgment of the local market can enable a rural landscape project to exist for a long time in the market competition and obtain competitive advantages, so as to drive the local regional economic development.

## **4. Planning method of rural landscape under the upsurge of ecological tourism**

### **4.1 Highlighting the beauty of environmental coordination design**

Firstly, emphasizing the adjusting measures to local conditions. It should give full play to the local resource advantages of rural landscape planning, such as single brick, tile and field in the countryside. Mining the value of resources requires in-depth research. For example, fishing and other activities are examples of tourism development and value promotion of rural land and water resources. Secondly, highlight the characteristics of rural areas. It should maintain the flavor of local rural farming culture, reflect local life, rural cultural tradition, and fully integrate the rural tone into the landscape planning in the planning progress; thirdly, the planning and design should be coordinated with rural buildings. Ancient village buildings have completely different characteristics from modern architectural style design and color. On the whole, ancient village buildings give people the beauty of pastoral simplicity and reflect the ancient pastoral style of "unity of heaven and man", which should be maintained [3]. This quiet and comfortable atmosphere is the basic design tone of rural garden landscape planning. It should actively guide the balance between the main tone of ancient simple buildings and the design landscape planning, reflecting the unique beauty of simplicity, elegance and generosity.

## **4.2 Highlighting rural cultural characteristics**

Rural garden landscape design should highlight cultural characteristics, reflect cultural details and rural contemporary spiritual style, local folk characteristics, and villagers' appearance with local characteristics. This spiritual life can bring a refreshing feeling to urban consumers, and has strong attraction and vitality. If the rural garden landscape design highlights the cultural concept of ecological countryside and national customs, it needs to be transformed with cultural elements. It also needs to leave symbol elements, slogans in many places in the garden landscape, so that tourists can feel immersive and witness the development of culture.

## **4.3 Deepening people's agricultural experience**

At present, most urban residents know little about rural production and life in China, especially the new generation of urban residents. Due to the few actual contacts with agricultural work, they do not understand the difficulty and hardship of agricultural work, do not understand the significance of farming, and do not even understand the most basic process of spring planning and autumn harvest. In addition, some urban residents will also produce some negative views on rural areas. Therefore, when designing and planning landscape architecture, some tourist agricultural experience projects can be designed to promote urban residents to effectively contact agricultural work and spread rural culture in the city for understanding the countryside. When planning landscape architecture, a small area can be reserved for planning some simple crops, such as onion, radish, potato, garlic, etc. Residents can experience agricultural work and understand the growth process of crops, so as to improve their understanding of agricultural production process [4].

## **4.4 Reflecting the actual economic and ecological conditions in the planning**

When designing and planning landscape architecture, it should integrate into the rural landscape according to its real situation and reflect the diversified characteristics of landscape architecture. In the design process, economic benefits and ecological environment shall be considered; during planning, the rural landscape should be integrated into the garden design. For example, a rural park and a charging entrance should be set inside the garden. Some activity areas, such as farmhouse, can also be designed in the park, so as to improve the economic income of the park. In addition, some people's favorite entertainment activities can be added to promote people to actively participate in the activities, so as to promote the harmonious unity of urban construction and rural construction.

## **5. Reflection on rural landscape planning**

### **5.1 Embarking on the realization of unified urban and rural planning**

In the process of the continuous promotion of urban-rural integration, many areas began to highlight the rural characteristics in landscape planning and design, and carried out landscape planning in combination with different regional conditions, to ensure the cultural characteristics of rural landscape can be displayed. In terms of rural landscape design, beginning to build an ecologically livable rural landscape, strengthening the connection between rural landscape and the production and life of rural residents. With the help of landscape design methods, completing the developmental creation of rural landscape. While strengthening the protection of rural landscape ecological environment, it can be harmonious with the production and life of rural residents everywhere, so as to ensure the sustainable development of rural landscape. Under the condition that the rural landscape layout remains reasonable, the division needs of rural residents for living space should be met. Following the principle of people-oriented, rural landscape design can enhance the sense of space, provide enough activity space for people. Rural landscape design also enhance the functional sharing of rural landscape, and then improve the quality of life of residents.

## 5.2 Taking into account both economic and ecological benefits

Considering the protection of rural ecological environment, the rural landscape design in garden planning began to develop in the direction of giving consideration to economic and ecological benefits. While scientifically and reasonably retaining the original rural landscape, the new rural landscape design was completed. By completing various rural landscape designs such as rural scenery and leisure sightseeing, it not only meet the development needs of rural tourism industry, but also maximize the protection of the surrounding ecological environment, and then maintain the harmonious development of the ecological environment of rural landscape. From the perspective of environmental protection, the landscape design has completed the division of different landscape areas such as service area, production area and protection area [5]. While strengthening the construction of protection facilities, the reasonable collocation of planning has been completed, so as to ensure the diversity of species and promote the stable development of landscape environment.

## 6. Conclusions

Considering the increasingly vigorous rural ecological tourism and landscape construction projects, it should pay attention to the early planning in the construction stage to avoid the blindness of planning, development and construction. In the planning, it should adhere to the principle of the unity of ecology and marketization. On the basis of protecting the ecological environment, it not only highlight the natural beauty and humanistic beauty of rural landscape, but also drive the development of rural tourism industry and rural revitalization. In this way, the rural landscape projects can have lasting vitality and truly serve the sustainable development of society, which is also the most ideal state of rural landscape planning.

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