

## Research on Rural Landscape Planning and Design Based on Ecological Aesthetics under the Background of "Beautiful Countryside"

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**Keywords:** Rural landscape; ecological aesthetics; planning and design

**Abstract:** The construction of new countryside is a huge and complex systematic project, and the planning and design of architecture and landscape is a crucial link. Correct planning and construction is the material basis to ensure the good ecology and social harmony of new countryside. The deterioration of human living environment has prompted people to wake up and reflect, so ecological problems have become a concern and research issue for all mankind. The construction of beautiful countryside is the continuation and development of new rural construction and the foundation of "Beautiful China". With the acceleration of urban construction, people often neglect rural construction, and Chinese villages are facing marginalization and hollowing out. Exploring the method of building and landscape planning and construction in new countryside under the concept of ecological aesthetics has theoretical value of discipline construction and positive practical guiding significance for actual construction. This paper discusses the rural landscape construction from the value level of ecological aesthetics, and analyzes the rural landscape planning and design method based on ecological aesthetics under the background of "beautiful countryside" construction.

### 1. Introduction

Under the background of globalization, the ecological environment is getting worse and worse. Like other related disciplines, ecological aesthetics is based on the emergence of ecological problems [1]. Ecological aesthetics reflects human's understanding of nature, society and human's aesthetic thinking, and it is a profound reflection of aesthetic scholars at home and abroad on modernity from all angles [2]. Rural landscape transformation involves not only how to evaluate the economic value and transformation means of rural environment, but also the real nature of nature, the position of human in nature and the harmonious relationship between human and nature [3]. The deterioration of human living environment has prompted people to wake up and reflect, so ecological problems have become the concern and research issues of all mankind, and cover many aspects such as politics, economy, culture, etc. based on the concept of new rural construction [4]. Rural landscape, as a practical transformation activity of improving rural living environment and building rural public space, reflects the cultural values of the construction of socialist society [5]. The purpose of rural landscape transformation is not only to improve the life experience, but also to balance the inner feelings of the group. It is an effective means to maintain the natural beauty and maintain the inner harmony of human beings [6].

The environmental aesthetics research of rural landscape needs to pay more attention to the ecological dimension. Respecting the overall awareness of ecology, integrating the rural environmental transformation with the regional spirit, and establishing a natural dialogue system between human and the outside world have become an important topic in the study of ecological aesthetics in the practice of rural landscape transformation [7]. What ecological beauty embodies is the aesthetic sense and life connection between man and nature. This close relationship between man and nature is based on the dependence of man on nature, and then on the interdependence and coevolution between life and life, life and ecological environment [8]. Exploring the new rural

architecture and landscape planning and construction method under the concept of ecological aesthetics has the theoretical value of discipline construction and has positive practical significance for the actual construction [9]. New rural construction is a huge and complex system engineering, and architecture and landscape planning and design is a crucial link. Correct planning and construction is the material basis to ensure a good ecological and social harmony in new rural areas [10]. Starting from the value of ecological aesthetics, this paper discusses the rural landscape construction, and analyzes the rural landscape planning and design methods based on Ecological Aesthetics under the background of "beautiful countryside" construction.

## **2. The combination of rural value and ecological aesthetics**

### **2.1. The aesthetic value of rural ecology**

In the process of urbanization, the countryside is indispensable, it will not only disappear, but also have a stronger ecological significance in generate with the development of urbanization, which is the same as the meaning of luxury goods, because scarcity produces value. Urbanization needs to be developed, agricultural modernization needs to be developed, and new countryside needs to be built. Synchronous development can complement each other, and urban and rural development must be integrated. Therefore, the construction of beautiful countryside must be based on the scientific change of existing villages. Ecological aesthetics is established and developed on the basis of ecology and aesthetics. Ecology is a natural science discipline that studies the relationship between living things and their living environment, while aesthetics is a philosophical discipline that studies the aesthetic relationship between man and reality. On the basis of these two disciplines, ecological aesthetics has made a cross-study on the relationship among man, nature and environment [11]. On the basis of aesthetic creation, Marx clearly pointed out that human activities to create beauty are not arbitrary, but have rules to follow, and human beings create beautiful things according to aesthetic rules. Ecological aesthetics is an organic combination of ecology and aesthetics, which studies aesthetics from an ecological point of view and absorbs some important ecological viewpoints into aesthetics, thus forming a new aesthetic theoretical form. The economy is developing rapidly, and the social development is gradually moving from farming society and industrial society to information society and ecological civilization society, which are interacting and promoting each other, and the status of seeking material survival is significantly improved.

### **2.2. The aesthetic value of rural landscape**

Good ecological environment is the basic relationship of national economic development, good ecological civilization construction is the guarantee relationship of economic construction, and ecological advantage can be transformed into huge economic advantage relationship. Ecological aesthetics is an aesthetic type based on ecological laws and contemporary ecological ontology philosophy. It mainly studies the ecological aesthetic relationship between man and nature, man and society, and human beings themselves. With the urbanization process, people's living standards are constantly improving, and high-quality ecological environment will become an urgent need for people. Therefore, in the future, the countryside will become a "luxury", and this connection will never be cut off. With the rapid development of global industrialization, scientific and technological civilization has brought enormous economic benefits to mankind, and at the same time, it has done unprecedented damage to the ecological environment. This negative phenomenon brought by science and technology makes some architects hope to return to nature and integrate into nature through green buildings and natural energy-saving buildings. When the natural environment and rural landscape blend with each other, both the vast northwest and the gully loess high slope have unique architectural style and folk customs, which are full of rich beauty of natural philosophy. In the rapid development of modern society, the village still maintains its own production function, living function and ecological function, showing a picture of the integration of authenticity and organic combination.

### 3. Regional spirit and rural landscape ecological aesthetics

Although urbanization has attracted many rural people, the countryside is still the root of people's homesickness and an important place for their survival. In the countryside, both physical and psychological space should be smart, free and comfortable, without feeling cramped, depressed and humbled, and without all kinds of special stimuli that are unbearable on the senses. Human beings need to change their behavior, break the thinking cage of human preference aesthetics, restore the existence of natural ecology, re-establish the relationship between man and nature, and respect and protect nature on the basis of appreciating the beauty of nature, so that nature can restore its true charm. Memory has strong subjectivity and individuality, but at the same time, in a stable social group, residents' memories about the countryside have certain commonality. The effective way to arouse their memories is to contain a specific sense of place in the rural spatial landscape. To transform the rural landscape, in a sense, the first thing is to sort out and shape the context of "time". What should be cherished is these collective memories that exist in the minds of villagers. Every citizen should have the responsibility of protecting the environment, correct his own attitude and establish a correct code of conduct. The aesthetic attitude towards the natural ecological environment will become one of the basic attitudes of "harmonious coexistence" between the natural environment and contemporary mankind. This is not only a natural aesthetic attitude, but also a outlook on life and world, that is, man and nature are one, not opposite to each other.

Since human beings have seriously damaged the ecological environment in the process of life and production, which has threatened the living conditions of human beings, the global awareness of ecological environment protection has been strengthened since the end of the 20th century. The development of industry in modern society has seriously damaged the ecological environment. The principle of isomorphism has certain enlightenment for us in the research field of ecological aesthetics and aesthetic cognition related to ecological architecture. The structural relationship between independent perceived familiarity and scores of local samples and non-local samples is shown in Figure 1.

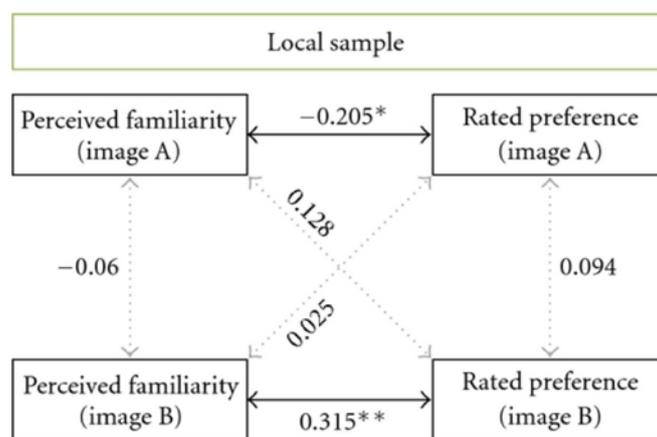


Figure 1 The relationship between local samples and non-local samples

Advocate green life, speed up the construction of new rural energy stations, circular ecological agriculture demonstration communities and low-carbon living communities, promote low-carbon travel modes, and make use of environmental protection and new energy. These measures have not only changed the residents' lifestyle, but also changed the residents' mode of production. The countryside itself has its charm. However, in the development of modern urbanization and modernization, the traditional local flavor has been gradually separated from the residential buildings, food customs and entertainment culture, and the humanistic charm of the traditional countryside has gradually disappeared into the city's drunkenness. Ecological buildings not only meet the basic functional requirements, but also meet the harmonious development with the ecological environment, so they have some new changes and improvements in technology compared with ordinary buildings. From the beginning, the novel images in ecological architecture are caused by some specific functions. New scientific and technological achievements show their

superiority in performance by means of these forms. More importantly, these "ecological forms" are to better handle the relationship between architecture and ecological environment and seek a way out for the healthy development of human beings.

#### 4. Conclusions

The regional spirit of rural landscape, as a hidden continuation of the unique characteristics that cannot be imitated and repeated, is an effective means to stimulate the imagination of rural landscape culture. In short, the existence of regional spirit is the survival root of landscape reconstruction and the cornerstone of rural landscape ecological aesthetics. China is a large agricultural country, and the scientific, rational and ecological construction of architecture and landscape in the new countryside is of great significance to China's all-round development. From the perspective of ecological aesthetics, villages reflect the aesthetic values of ecology, landscape and humanistic environment. The construction of "beautiful countryside" has a long way to go. When the construction of beautiful countryside is deeply discussed, the aesthetic value presented by the countryside must be the key to the construction of beautiful countryside. Rural landscape reconstruction is a symbolic form that realizes the identity of subject and object through human practice. The identity of this symbolic form is not only pure spirit, but also contains the concreteness of regional spirit. New rural ecological architecture and landscape construction should take advantage of rural ecological advantages, tap potential development resources, and integrate modern ecological protection, recreation and sightseeing functions on the basis of existing rural landscape to form a multifunctional and complex ecological and cultural system. Only by combining the truth, goodness and beauty of rural natural ecology can the countryside show its unique charm and unique sense of belonging with the rapid development of economy today.

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