

Study on the Development and Protection of Rural Landscape from the Perspective of Ecotourism Attraction

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Abstract: In recent years, China's rural areas have developed rapidly and achieved remarkable results. It is the critical period of rural area transformation, so it is necessary to create new rural landscape planning according to the current situation. People are not unfamiliar with rural landscape planning. Its main purpose is to unify the planning of rural landscape in order to protect the environment and catch people's eyes, so that everyone can travel to the countryside and promote the development of local tourism. In this paper, based on the development of tourism industry and environmental protection, the rural landscape is planned to improve the rural environment. The ultimate goal is to promote the development of rural areas.

1. Introduction

Eco-tourism refers to the tourism mode that takes sustainable development as the concept, realizes the harmony between man and nature as the criterion, protects the ecological environment as the premise, relies on the good natural ecological environment and the human ecology which coexists with it, develops ecological experience, ecological cognition, ecological education and obtains physical and mental pleasure. Eco-tourism activities should be managed in accordance with the principle of sustainable development of ecology, economy and society. On the one hand, eco-tourism emphasizes returning to nature and visiting, traveling and exploring in the ecological environment, aiming at enjoying fresh, relaxed and comfortable nature, exploring and recognizing nature, improving health, cultivating sentiment, receiving environmental education and enjoying the dual heritage of nature and culture; on the other hand, it emphasizes promoting the benign operation of natural ecosystem and maintaining the harmonious coexistence between man and nature. As the main carrier of ecotourism, the countryside with beautiful natural scenery and unique humanistic landscape attracts many tourists to visit and enjoy, forming a unique Ecotourism of rural landscape, which is called "smokeless sunrise industry". In this process, due to the lack of scientific and reasonable guidance, there are many phenomena of over-exploitation and destruction of rural landscape resources. However, effective protection and utilization of rural landscape resources play an important role in promoting the development of rural tourism. Therefore, the development and protection of rural landscape resources deserve our deep thinking and in-depth study.

2. Concept and Characteristics of Rural Landscape

What we call rural landscape refers to the comprehensive landscape formed by many villages in rural areas. In this process, we find that there are different landscapes between different villages, and the rural landscape is totally different from the urban landscape. The rural landscape tends to be more natural, and integrates human activities into the natural landscape. It not only shows the natural landscape vividly, but also shows the human culture in front of tourists. It is the perfect integration of nature and human beings. In the countryside, the main industry people are engaged in is field planting, that is to say, through human activities to make certain changes in nature. Every region has different landscapes, so its customs are different, which is closely related to local customs.

3. Various Problems in the Development of Rural Landscape

3.1 Relatively backward speaking in rural areas

Because of the rapid economic development in recent years in China, the population in urban areas is increasing, and most of these people come from the countryside, so the slow economic development has appeared in rural areas. The countryside has gradually become an appendage of urban development. Over time, the rural development has completely lagged behind the city, and is backward in many aspects, not in the economic aspect, even the most basic public facilities. All the problems caused by neglecting reasonable planning of rural landscape.

3.2 Destroyed rural ecological environment

In the past, uneven development often occurred in China, so many rural areas do not have the scientific concept of development. In order to seek benefits, they even destroyed the environment, such as cutting down trees, destroying plants or planting a single kind of agricultural products for the benefit, which is not only inconsistent with species diversity, but also has a serious impact on the ecological structure. Because it is forbidden to build destructive factories in cities, many factories are built in rural areas. In the process of building factories, there is no in-depth protection of the environment, which has a serious impact on the environment in rural areas.

4. Planning and Design of Rural Landscape Based on Tourism Industry

4.1 Combining tourism industry with rural landscape

As a planner, first of all, we should have a basic understanding of the actual situation of the area. In order to find a suitable place for tourism development in this space, and plan according to the local actual situation, the most important thing is to make tourism products with certain characteristics in line with the seasonal characteristics of the scenic spot. For example, at this stage, many tourist attractions are divided by season, and flowers can be appreciated in spring, so some areas will hold peach blossom fairs in spring to attract tourists. In hot summer, many areas have established summer resorts according to different conditions, and built houses in some places with suitable climate to effectively attract tourists.

4.2 Landscape should be set up to match rural life

In the process of rural tourism, the tourists mainly want to experience the local characteristics that are the local natural environment, geomorphology and so on, and the rural landscape has become an accessory to tourism, so we need to match the two. In the planning process, the local customs, history, culture and customs should be comprehensively investigated. For example, in Harbin, because there is very cold, in order to attract tourists, there are many ice sculptures built there, which are very distinctive. For the tourists who are from the south of China, it not only satisfies the winter experience of the north, but also contributes to the development of tourism.

5. Planning and Design of Rural Landscape under the Principle of Ecological Environment Protection

As we mentioned above, many villages destroy the environment in order to pursue economic development. Although this method can make profits quickly, it needs more money on the environment governance, so it is incorrect. In the process of planning rural landscape, we must protect the ecological environment as the premise. Firstly, we should protect the natural scenery of rural landscape; secondly, we should ensure that all kinds of living things in the landscape can live in peace and protect the diversity of species; thirdly, we should plan the overall landscape effectively, that is to say, we should unify it; finally, the most important point is to maintain the harmony between human and nature, and let human and nature live in harmony. Because people living in the rural area depend on mountains and water to live which will cause a certain impact on the ecological environment, so in the process of landscape planning, we must minimize the damage

to the ecological environment and achieve the harmony between man and nature.

6. Conclusion

With the vigorous development of rural tourism, the numbers of tourists has greatly increased. But in this process, the rural landscape as the basis of rural tourism has not been well developed and protected, resulting in the damage of tourism resources and the destruction of the surrounding ecological environment. At present, the rural eco-tourism market lacks unified supervision and planning, the development does not adhere to the principle of environmental protection priority, and infrastructure construction has not been properly managed and standardized, weakening the nativity and authenticity of the landscape, reducing the experience of tourists. Pursuing economic interests blindly without adhering to the principle of sustainable development ultimately leads to the decline of rural ecological environment quality year by year. As a big province of ecotourism, Guangxi has abundant natural and human tourism resources, especially the existence of a large number of ethnic minorities, which further increases the tourism characteristics of Guangxi. In order to further promote the development of ecological tourism market in Guangxi, relevant departments and local villagers should adhere to the principle of protection before development, and reasonably develop agricultural tourism resources within a scientific and perfect protection plan. We should not only deepen the development of agricultural eco-tourism resources, develop both material and non-material cultures, highlight their characteristics, form brands and promote the rapid development of tourism industry, but also pay attention to the protection of the agricultural ecological environment and the cultural basis of landscape, so that the material, cultural, environmental and economic development can be coordinated and sustained.

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