

Analysis of Multi-functional Landscape Architecture Design Based on Regional Culture under the Background of Rural Revitalization Strategy

Mingyuan Fu

Liaoning Communication University, Shenyang, Liaoning 110136, China

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Abstract: With the development of China's economy, people's material living standards have been further improved, and more and more attention has been paid to spiritual pursuit. Developing rural tourism based on rural landscape can promote the comprehensive and good development of Chinese tourism. In the process of rural tourism development, many problems have gradually emerged, among which the most fatal one is that the homogeneity of tourism products is too strong, the product development is more inclined to sightseeing and leisure, and the development of cultural resources is far from meeting the needs of tourists. Integrating regional culture into multifunctional landscape architecture design can not only avoid the embarrassment caused by homogeneity, but also inherit the excellent history and culture within the region. Based on the principles and methods of integrating regional culture into multi-functional landscape architecture design, this paper discusses the application strategy of regional culture in rural multi-functional landscape architecture design under the background of rural revitalization strategy, and provides reference for related research.

1. Introduction

The integration of urban and rural development, urban and rural planning is the main characteristics of the current rural planning work, the improvement of rural environment and the construction of beautiful countryside is also an important part of Rural Revitalization [1]. With the continuous development of China's economy and the deepening of urbanization, the development and utilization of rural landscape resources has gradually been concerned and valued [2]. Rural resources are rich, historical and regional. Therefore, the development of rural tourism based on rural landscape can promote the comprehensive and good development of China's tourism industry [3]. In the process of rural tourism development, many problems are gradually highlighted, one of the most fatal is that the homogeneity of tourism products is too strong, product development is more inclined to sightseeing and leisure, and the development of cultural resources is far from meeting the needs of tourists [4]. Some villages tend to follow the existing development model, ignore the regional cultural elements, copy other people's successful experience, and their Rural Revitalization Strategy finally presents the problem of universal application [5]. There are also some villages that attach importance to the material elements that are easy to obtain construction results, ignoring the influence of cultural elements. The change of rural landscape environment has the most obvious and direct impact on rural style. The design and construction of multi-functional landscape architecture is not only to pursue the improvement of rural living environment, but also to promote the development of rural economy, promote the development of rural tourism and broaden the income source of rural residents through landscape design and rural landscape renewal [6-7].

After entering the highly information-based society, the relationship between each other is increasing, and the concept between regions is becoming increasingly weak. Most places and even countries are vigorously advocating a series of economic values brought by the tourism industry [8]. The source of regional economic growth should be explored from regional history, culture and other internal factors. Rural development and regional culture are inseparable. As the deep dynamic mechanism of rural development, culture is one of the decisive factors of rural development level [9]. Landscape design is the scientific and reasonable artistic layout of landscape elements, so as to improve the environment, enhance the quality of environmental space, and strengthen the

characteristics of the city. Integrating the regional culture into the multi-functional landscape architectural design can not only avoid the embarrassment caused by homogeneity, but also inherit the excellent historical culture within the regional scope [10]. At present, the rural landscape design is mainly based on the sense of tourism, using the natural environment and human environment in landscape resources to realize the demand of tourism experience, and then maintain and enhance the relevant rural regional characteristics [11]. The existing rural landscape for the presentation of regional culture has not achieved an ideal effect. Based on the principles and methods of integrating regional culture into multi-functional landscape architecture design, this paper discusses the application strategy of regional culture in rural multi-functional landscape architecture design, which provides reference for related research.

2. The expression of regional cultural characteristics and the value of landscape design resources

2.1. The influence of regional culture on rural life

Maintaining ecological balance is undoubtedly the primary principle of rural landscape shaping. Good landscape design can not only provide aesthetic feeling for people to visit, but also further promote the diversity of local natural ecology and realize the full integration with nature. By carrying out the construction of rural characteristic landscape, we can create a landscape with rural characteristics, attract more tourists to visit, which is of great significance to drive the development of related industries, and the income of villagers will also increase. Culture is relative to the economy and politics in terms of all human spiritual activities and products, has a certain historical, is the essential form of regional human life. Regional culture has a certain regionality. Different regions produce different regional cultures. After the baptism of time and historical precipitation, it gradually reflects the economy, culture, art and customs of a region from different angles. Regional culture is the main reason for the difference between urban and rural social security mode, which influences farmers' recognition and choice of social security mode through the influence of non economic factors such as farmers' values and education level.

Regional culture is an important source of rural ecological civilization thought. The traditional regional culture philosophy about human and nature still has an important impact on the construction of modern ecological civilization thought. Before landscape design, we should fully investigate the local characteristics of natural scenery and cultural conditions, maximize the mobilization of these resources and factors, and strive to highlight the regional characteristics. Build a good road inside the rural landscape, so that it is conducive to the tourists. Define the function of each area in the landscape to ensure that there is no missing link in the landscape design and the order of landscape shaping. In the multi-functional landscape architecture design, the development of resources should be carried out according to the relevant standards, and the relevant personnel should compare and evaluate the tourism resources, and effectively consider the emotional needs of tourists. In the landscape design, we should pay attention to complete the landscape function and reasonable collocation, in order to meet the different needs of tourists.

2.2. The influence of regional culture on Rural Governance

The main function of landscape is to provide services, so in landscape design, we should follow the concept of reasonable function collocation, and meet people's physical and mental experience from the perspectives of viewing, sightseeing, entertainment and so on. Regional culture refers to the sum of material wealth and spiritual wealth within a certain regional scope, which will have a certain impact on modern and contemporary culture to a certain extent. Regional culture and multi-functional landscape architectural design complement each other. Regional culture injects fresh blood into the multi-functional landscape architectural design, and the multi-functional landscape architectural design is launched nationwide because of the promotion of cultural importance. In the same way, the multi-functional landscape architectural design continues the spirit of regional culture expression in a more unique way, making it retained and inherited. Therefore, the

application of regional culture to landscape design is not only the demand of the times, but also the necessary condition for the development of both. In the construction of rural civilization in the new era, the countryside should adhere to the socialist core values as the guide, cultivate civilized rural style, good family style and simple folk style. Rural landscape is based on the landscape, combined with the characteristics of rural folk customs and cultural landscape and local natural landscape, according to local conditions, precipitation of rural farming culture and ecosystem of comprehensive local landscape. Excellent rural governance talents are good at combining regional traditional culture with modern governance concept to form a diversified and cooperative rural governance system. They are familiar with the development needs of farmers, and master the efficient way of communication with farmers, which can play a good leading and exemplary role for farmers, and effectively promote the promotion of rural social governance.

The formation of regional culture is limited by the local political, economic and cultural conditions, which include not only the human civilization factors such as historical relics, folk customs and residents' living habits, but also the non-human natural factors such as hydrology and climate, geographical conditions and animal and plant resources. Different regions have different natural conditions and cultural development, which leads to different rural landscapes. Under the background of Rural Revitalization Strategy, the construction of rural characteristic landscape can excavate rural historical culture and regional characteristics, and recover people's identity to rural landscape. Rural landscape is a comprehensive form of landscape expression. It not only refers to the static rural natural landscape such as hills, ponds, flowers and trees, but also includes the human landscape of buildings, roads and paths, pavilions and so on. Through the development of rural characteristic construction, relevant personnel can integrate all kinds of local resources and adjust the layout of rural villages and plants under the guidance of specific planning, which can not only further play the role of all kinds of resources, but also reduce the waste of resources and create characteristic rural landscape, which is of great significance to help rural areas achieve new development in the new era.

3. Rural landscape planning and design based on the expression of regional cultural characteristics

The construction of modern society has destroyed the unified relationship between man and nature since ancient times, resulting in serious environmental problems. This situation gives people an aesthetic feeling of cherishing the lost natural way of life. In order to promote tourists to have a good sense of experience in rural landscape, it is necessary to actively construct diverse and rich types of landscape experience in the overall landscape design, so as to promote tourists' emotional satisfaction and experience the culture and customs with regional characteristics. As an aesthetic value, the art of landscape design appears in the eyes of designers. Through design, landscape designers convey this feeling of aesthetic significance to the surrounding life, so that people can understand the living environment and the harmonious coexistence between man and nature. Interaction is mainly through the overall landscape design, so that tourists can get emotional satisfaction in the landscape. At the same time, we should consider the differences between different tourists, further enhance their cultural value and aesthetic value, and meet the emotional needs of tourists at different levels. The artistic creation of landscape design is valuable because it reveals the truth of life to people, and makes people get the greatest pleasure brought by knowing the beauty of nature and life.

Tourists of different consumption levels and age levels have different needs for rural landscape. Therefore, in the design of multi-functional landscape architecture, it is necessary to give full play to the role of regional natural landscape and cultural landscape and construct the theme of tourism experience on the basis of reflecting the tourism theme according to different regional characteristics. Figure 1 shows the types of mutual assistance practices in rural ecological civilization construction.

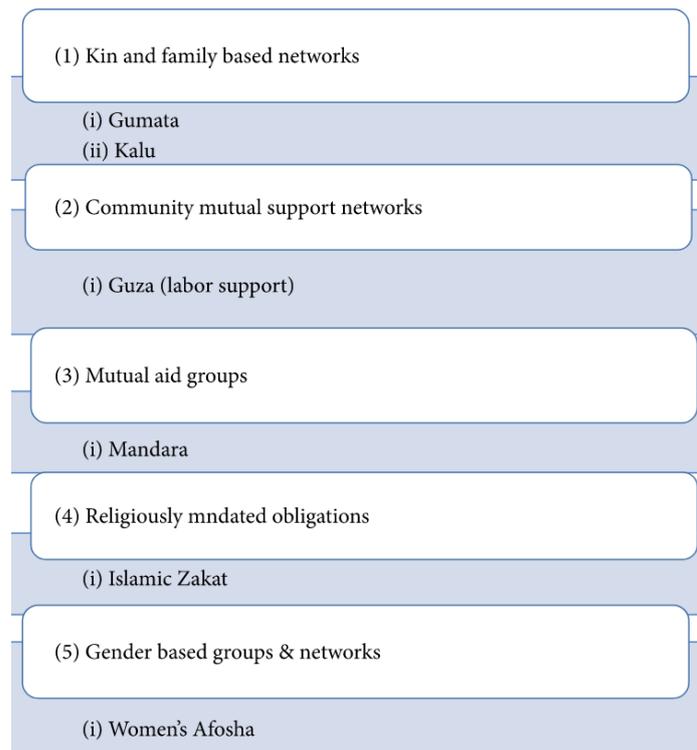


Figure 1 Types of mutual assistance practices in the construction of rural ecological civilization

The living space should be coordinated in layout and moderate in scale, and the public service facilities should be rational in layout and complete in functions. Villagers' leisure places such as villagers' squares and children's entertainment can be set up in the village. Besides leisure and fitness facilities, traditional farming culture landscape pieces such as hoes, mills, sun farms, wells and water hammers can also be displayed. In the process of multi-functional landscape architecture design, we should learn to dig suitable cultural elements to fit the landscape itself. It is necessary to emphasize the excavation of farming culture, pastoral landscape, food culture, handicraft culture and architectural culture, and regard them as the key points of multifunctional landscape architectural design to enhance the charm of the landscape itself. In the process of practical application, we can carry out a detailed investigation on local residents, find out the cultural elements with the most local characteristics, give the scheme design according to the investigation results, and then choose the most suitable way in the practical application process. As far as the overall tourism environment is concerned, landscape design and planning should realize its landscape characteristics from time and space, realize the coordinated development of humanities and nature, realize the organic integration of tradition and modernity, and provide tourists with historic, contemporary and regional rural landscapes.

4. Conclusions

As an important part of promoting social development, multifunctional landscape architecture design has certain social significance. Therefore, in the process of design and planning, we should follow the principle of ecological balance, ensure that the excellent traditional culture in the region is effectively passed down, and reflect the times and artistry. In order to meet the needs of cultural development and economic development, the application of regional culture in landscape design has become the focus of rural construction. In the process of exploring this application, we should pay attention to enriching the content of landscape design with the help of regional cultural characteristics, strengthening the rural industrial structure, and carrying out landscape design work from the three major environments of nature, humanity and society. Rural multi-functional landscape architecture design is of great significance to rural construction. Designers need to fully ensure the rationality of landscape design, do a good job in ecosystem protection and reflect the

advantages of rural areas. In the future practice, the design of multi-functional landscape architecture should proceed from reality, improve, protect and innovate the rural landscape style, systematically plan the rural multi-functional landscape, excavate the historical context and apply the concept of ecological landscape, maintain and consolidate the construction achievements of beautiful countryside, and then promote the realization of the strategic goal of rural revitalization.

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