

Thinking and Practice of Rural Tourism Design in the Context of Experience Economy

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ABSTRACT

With the continuous development of our national economy, the living standard of the people has been improved significantly, the needs of the people are not limited to material needs, but pay more attention to spiritual enjoyment. As a result, tourism has been greatly developed, and more and more families will make annual family tourism plans, especially those living in cities. They are more willing to go to some rural tourism life, such as farmhouses and farm homes. Gradually appeared in recent years, and particularly popular. From this point of view, this paper expounds the importance of regional culture in rural landscape planning and design, analyzes the problems existing in rural tourism landscape design, and puts forward the application strategy of regional culture in rural landscape design, hoping to provide reference and help for relevant personnel, jointly promote the construction of rural tourism, play the greatest role of regional culture.

1. Introduction

In the process of continuous development of tourism in China, rural tourism construction has become more and more important, which can not only play a key role in the construction of local culture, but also play a vital role in the development of people's livelihood projects. In the process of application of augmented reality construction technology, it can promote the cost control of rural tourism construction and transformation, and increase the development of rural informatization on this basis. It can effectively solve the problems existing in the traditional rural tourism construction and make rational use of rural local resources to lay a good foundation for the development of rural tourism industry in China.

1.1 Restoration of Indigenous Culture and Rational Use of Resources

With the development of tourism economy in recent years, more leaders and people in rural areas realize that tourism can promote the development of local economy and bring huge income to villagers. However, contrary to the local landscape planning and design, the unreasonable use and excessive development in the construction process, many beautiful original natural environment has been destroyed one by one, seriously and even threatened the safety of villagers. Therefore, in the process of rural tourism landscape design, our first task is to ensure that the local ecological environment is not affected or destroyed^[1].

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1.2 Single Form, Without Rural Characteristics

In the current society with a large population, rural tourism construction in China has a good development trend. More and more people choose rural tourism, which can not only get spiritual washing, return to natural life, but also bring inner peace. However, although the construction of rural tourism has made periodic progress, there are still many problems in the actual development. In the early stage of development without adding more development elements, it still stays at the traditional old design level, lacks innovation, does not fully reflect the unique rural appearance, rural nature, and can not reflect the characteristics of rural tourism. In recent years, many people choose to start from Nongjiale experience. But after a period of development, there are more and more repeated farm entertainment activities, people feel that they have lost their freshness and pastoral characteristics. The form is too simple, without any innovation, it makes people feel boring. Therefore, the bottleneck of the development of Nongjiale appeared^[2].

1.3 Emphasis on Human Planning and Design

In the process of rural tourism landscape planning and design, we should pay attention to the following two points: first, actively listen to the opinions of local villagers. Because in the actual planning process, designers often lack communication with local villagers, so they can not understand the local villagers' lifestyle and folklore research. In the process of design, it is difficult to maximize the best effect of the design drawings, and the design that is out of touch with the real rural life will not really show the local landscape characteristics. Therefore, in the process of design, we should actively listen to the opinions of local folk literature experts, collect a large number of ordinary villagers' design opinions, and reasonably integrate into rural planning and design. Combined with local folklore, the concept of national participation in design is realized, so that villagers can understand landscape design and accept design, which is helpful to better protect folklore; second, it is guided by local design. Humanized landscape design means that landscape design can bring comfortable viewing experience to tourists. The design landscape can be combined with the surrounding natural environment to meet the viewing needs of most people. The essence of rural tourism landscape design is to meet people's different tourism needs. Therefore, designers in the design process need to fully consider the needs of different levels of space landscape design^[3].

1.4 Pursuing Sustainable Development

Local culture, economic benefits and cultural customs are natural carriers. Therefore, the planning and design of local buildings should strictly follow the local architectural model, highlight the architectural elements with regional characteristics, carry out architectural design from the aspects of architectural layout, materials, components, color matching, and make effective use of the surrounding terrain and form. Reduce more peacekeeping buildings and increase freshness and speed with minimal use. For example, in mountain areas, architectural styles are mostly freestyle, but also can add some creative patterns; in relatively flat plain areas, most of the fence open. These benefits of the use of local layout model, can reflect the atmosphere of harmonious coexistence. Some places in the rural tourism construction to the original village natural architecture style changes too much, causes it to lose the original characteristic and the authenticity. Excessive commercial development makes tourists in the countryside but can not feel the original local flavor, so that tourists' tourism experience is greatly reduced. At the same time, excessive development also caused ecological damage, and green water Qingshan is the development concept of Jinshan Yinshan contrary to the ecological sustainable construction of beautiful villages.

2. Planning Design Concept

2.1 Comfortable and Pleasant Living Environment

Due to the lack of rural development and relatively backward economy, some public facilities are naturally imperfect. For example, roads in rural areas are blocked, difficult to pass, or unreasonable in layout. Therefore, in the rural tourism landscape planning and design, we should fully consider this point, combined with some characteristics of the village itself, to build some necessary public facilities, such as public toilets, supermarket shopping centers, tourism information centers, medical stations and so on. In addition, because it is a tourist village, some necessary signs are also essential. These things can be made in combination with local characteristics, not only to play a guiding role, but also to show themselves to tourists from the side. In short, rural landscape planning and design is to create a suitable living environment with its own characteristics of rural environment^[4].

2.2 Highlighting Local Characteristics

On the basis of not changing the appearance of rural areas, we strive to create a beautiful and harmonious rural

environment. Our country has a vast territory and rich resources, and rural areas account for most of the country. In the continuous development of the past few years, each country has formed its own style and characteristics, what we need to do is not to completely change it. On the contrary, we should try our best to maintain this characteristic and protect their original cultural characteristics or original ecological environment, however, this does not mean that this will remain the same. We should respect the local rural areas, for some of the original ecology based on East and West, we should use appropriate means and measures to plan the local tourism landscape, and strive to create a beautiful environment, suitable living conditions and a leisurely and warm living atmosphere. Minimize new buildings, transform existing buildings into tourist leisure resorts, and combine these resorts with green agriculture, mountain woods or riverside fishing villages to create comfortable and slow living resorts, making them new business cards for tourism. This is the focus of tourism planning, in the design of leisure resorts, we must pay attention to the design of details. Adhere to the tourist-oriented, so that tourists can have a better tourism experience, but also for the scenic area to establish a good image.

2.4 Design Theme Image

The design of tourism theme image can help tourists to form a correct understanding of tourism destination and make objective evaluation. The distinctive tourism theme image is beneficial to the promotion of tourism destination. It is also the accumulation of tourism landscape and local excellent traditional culture, which can effectively improve the market competitiveness of rural tourism. Therefore, the design of theme image is very necessary. In

fact, combined with local tourism resources, local culture and tourism market, accurately locate the image of rural tourism, improve the attraction of rural tourism.

3. Conclusion

To sum up, with the rapid development of economy and the continuous improvement of people's quality of life, more and more people are keen to relax themselves through tourism, especially to some characteristic villages. Therefore, tourism has developed rapidly in recent years, and rural tourism is favored and loved by people. Therefore, in the rural tourism landscape design and planning, we should highlight their own characteristics and adhere to the principle of sustainable development. Only in this way can we promote the healthy and long-term development of local tourism and pave the way for the development of local economy.

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