

Discussion on Planning and Design of New Rural Renovation based on Rural Environmental Image

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Abstract

In the era of rapid development of modern economy, it is the key work goal to build a new socialist countryside, dig out the image of rural environment and build a rural renovation plan. These two aspects have rich cultural connotations, which need to adapt to local conditions, make use of unique natural scenery, tap local culture and traditional humanistic characteristics, and build local rural brands. Develop more rural business and improve local economic conditions. This paper discusses and analyzes the planning and design of new rural renovation based on rural environmental image.

Keywords

Rural Environment; Image; New Countryside; Integrated Planning; Design Method.

1. Introduction

At present, China is rapidly entering the urbanization period, which has brought impact on the structural economic interests of rural areas. Therefore, in order to change the rural style and improve the goal of rural construction, it has become a more concerned issue for the government and society. The construction of new socialist countryside is not only the important significance of national development, but also the strategic deployment to promote the all-round development of rural economy. It is necessary to implement the scientific concept of development and build a harmonious society. Do a good job in the planning and design of the whole countryside, protect the rural landscape image in the process of building a new countryside, tap the cultural value, form a complete and efficient rural characteristic landscape in the new period, and realize the sustainable development of the countryside.

2. First, The Meaning of Rural Landscape Image

Rural landscape intention can be understood as people's conventional memory of the concrete and visible rural landscape, It can reflect the exotic culture in rural history, which is the essential feature of people's impression of the overall rural landscape in their minds. The rural landscape image is produced through the human geographical landscape, and this meaning comes from the common perception and identity of all people. Local residents have known the rural landscape for a long time, and they can master the details of the rural environment by being familiar with the living environment. Understand the natural law and social characteristics of landscape environment, and infer the relationship between landscapes, so that the rural landscape environment has a sense of identity. Under the influence of Chinese unique traditional philosophy, the impression of rural landscape has formed the pursuit of ideal realm and emphasized the overall atmosphere. Impress people through physical objects and emphasize the harmony between man and nature. The shaping of this landscape image can start with local living environment, natural environment and agricultural production environment [1].

3. Second, The Composition of Rural Landscape Image

3.1. Rural Natural Landscape

Rural natural landscape is composed of local natural environment, such as forests, ponds, mountains, grasslands and other natural factors. These natural factors should be protected more strongly. In the future new rural planning and design, it is necessary to re-recognize and evaluate these natural environments. These landscapes have brought people visual enjoyment and spiritual enjoyment, which is an important part of the new rural landscape planning and design, and also a necessary condition for local residents to survive [2].

3.2. Rural Agricultural Production Landscape

Rural agricultural production landscapes mostly come from local people's agricultural production places, such as farmland and agricultural cultivation places. Different agricultural production activities in different regions lead to different farming styles and landscapes. For example, nomadic agriculture in the northern desert has more grasslands. Terrace agriculture is formed by winding mountainous areas, while Jiangnan agriculture is rice fishing agriculture produced by a large number of farmland and streams. These different agricultural production landscapes show people different farming civilizations and bring more beautiful scenes, which are organic components of rural landscape images [3].

3.3. Living Landscape in the Countryside

This kind of landscape is mostly disturbed by historical evolution and many different factors, such as natural factors and social factors. Including climate factors, resource factors, economic factors, population factors and other multiple influences, it shows the rural living landscape everywhere, which can not only show the local humanistic characteristics, but also reflect certain cultural attributes. For example, the mountainous area is limited by the terrain, which makes the living landscape in the layout informal and relatively free, and is established with the trend of the mountain. The architectural function layout in plain area is clear, and they are all square structures. The Loess Plateau is a rough and heroic architectural style, which is distributed in the cave design of hills. There are other different living landscapes, such as yurts and quadrangles, which have strong local characteristics and local cultural customs [4].

4. Third, The Rural Image and the Methods and Measures of the New Rural Planning and Design

4.1. Clarify the Orientation of Rural Development

The intention of rural environmental landscape is determined according to the distribution characteristics and realistic conditions of local villages. In the planning and design of new rural construction, the local economic development should be clearly positioned and displayed as a form of tourism, agriculture, science and technology [5].

4.2. Transform the Appearance of Vernacular Architecture

Rural landscape renovation planning can reflect local characteristics through the change of buildings, such as local Chinese architecture and residential buildings, covering a lot of history and culture. Different from urban buildings, rural buildings are closer to the integration with the environment. For example, Diaolou in Tibetan areas, Hakka earthen buildings in the south and quadrangles in the north all reflect local styles. Therefore, in the future integrated planning and design, it is necessary to shape the unified style of some dwellings and buildings, and have a harmonious and local vernacular architectural landscape to reflect the villagers' life and witness the historical development [6].

4.3. Optimize the Rural Ecological Environment

Rural environment needs to be different from urban environment. In order to highlight the requirements of sustainable development, it is necessary to protect and make good use of local ecological environment and use more natural resources, such as the advantages of plant water source topography, for ecological resource planning. In rural land landscape, in addition to building more woodland and wetlands, natural material elements should be more integrated into the local environment, especially plants and plant diversity. In the rural natural landscape, forests and wetlands also have the functions of environmental protection and economy. These landscape intention designs need to be multi-level, which can dig ponds to raise fish according to topography, accumulate soil to form hoarding, reduce floods and improve ecology, and plant mulberry and sericulture on wetlands to form circular economic benefits [7].

4.4. Create Characteristic Key Landscapes

The planning and design of new rural renovation needs to invest more funds, highlight local characteristics and form key projects. The image of rural environment, especially important projects, can reflect a whole village image. Therefore, in the future construction of new countryside, it is necessary to create characteristic key landscapes to achieve better results, such as establishing the best landscape design at the entrances and exits of villages, main roads or important areas, highlighting the strong local national culture, local characteristics and characteristics. 5. Excavate local historical characteristics and inherit local culture.

Every village has its own local characteristics and unique cultural heritage. Therefore, when carrying out the new rural reconstruction, we must consider the local historical elements, so as to reflect the characteristics of the village. Life and folk customs are the best environmental landscape design, which can make more people have a good impression on the residents here. It can also reflect local traditional cultural factors through murals, plant landscaping, sculptures, etc., and protect and excavate local cultural generation, which can be reflected in landscape design [8].

4.5. Carry Forward the Local Cultural Brand

The renovation planning and design of new countryside needs to develop local rural economy, and can establish more characteristic local cultural brands to attract more popularity. Local brands need to retain their characteristics, and local rural areas also need to improve related facilities and equipment to establish a more comfortable and convenient environment for tourists. Resources can be integrated through local actual conditions, and leisure and sightseeing agricultural areas can be built to promote local economic development [9].

5. Concluding Remarks

To sum up, we know that the design of new rural renovation planning based on the background of rural environmental image can significantly improve the economic level of local rural people. Through the local history, culture and characteristic environment, more different landscape designs are reflected, and local rural areas also need to use their own humanistic advantages to develop leisure and sightseeing agriculture and improve their living environment. Rural landscape heritage is an important factor in local development and an important part of sustainable development. In order to improve the comprehensive competitiveness of rural areas, local governments need to constantly innovate ideas and make changes to establish a new socialist countryside.

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