

Landscape Design in the Perspective of Rural Revitalization

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Abstract: Rural revitalization is a strategic plan proposed in the report of the 19th National Congress of the Communist Party of China, aimed at solving the three rural issues in China. Therefore, it is also one of the strategic plans that China should focus on implementing in the future stage. In the perspective of implementing rural revitalization, it is a common strategy to help local areas develop the tourism industry, thereby driving the improvement of local economic benefits through tourism. In fact, the vast majority of rural areas have a certain potential for tourism development. Landscape design is a key approach to tapping into its potential and helping rural areas establish sustainable economic profit models. However, whether landscape design can play its advantageous role depends on the compatibility between landscape design and local geographical characteristics and culture, as well as whether the landscape can match the existing development models in the local area. That is to say, it is necessary to create new development opportunities and effectively link new development with local production and life, so as to achieve the fundamental goal of helping local economy generate income without affecting the quality of life of local residents.

1. Introduction

In the context of rural revitalization, the design of garden landscapes is becoming increasingly important. Through a comprehensive analysis of external factors such as natural environment, cultural background, and economic conditions, explore their role and countermeasures for the overall development of rural areas. Research not only focuses on the aesthetics and functionality of design, but also emphasizes its role in maintaining ecological balance and enhancing local cultural identity, in order to achieve the long-term goal of sustainable development and provide practical and far-reaching solutions for rural revitalization.

2. Principles of Landscape Design in the Context of Rural Revitalization

2.1. Simultaneously emphasizing cultural and economic values

The implementation principle of the rural revitalization strategy is to adhere to the priority development of agriculture and rural areas, adhere to the main position of farmers, and adhere to the comprehensive revitalization of rural areas. This indicates that although one of the major goals of rural revitalization is to help farmers achieve economic income, attention must also be paid to

maintaining the material existence of the countryside itself[1]. Local culture is a spiritual treasure in the historical process of rural development, and an important factor that needs to be continuously inherited and developed locally. So even if the design of landscape architecture is to enhance the tourism potential and external attractiveness of rural areas, the specific design still needs to pay attention to maintaining local cultural and economic values, and the design of landscape architecture needs to incorporate local cultural elements as much as possible. And the core landscape should fully highlight the local regional characteristics and ethnic culture, and tailor the landscape effect for the local area in order to maintain the achievement of the basic goal of rural revitalization, As shown in Table 1:

Table 1. Principles of Landscape Design in the Context of Rural Revitalization

Implementation Principle	Description
Prioritize the development of agriculture and rural areas	Focus on the needs and development of agriculture and rural sectors, ensuring prioritization of resources and policies.
Uphold the primary status of farmers	Ensure that farmers remain the main focus in the revitalization process, considering their interests and needs as the starting point.
Commit to comprehensive rural revitalization	Emphasize the holistic development of rural areas in economic, cultural, and ecological aspects, not just limited to economic gains.

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Maintain the value of local culture	Protect and inherit local culture in rural development, such as integrating local cultural elements into landscape design.
Highlight local geographical and ethnic culture in design	Emphasize the local geographic and cultural features in landscape design to enhance tourism attraction while maintaining cultural uniqueness.

2.2. To build with the goal of sustainable development

The rural revitalization strategy emphasizes that the assistance and development of rural areas must focus on the future. This is because the long-term goal of developing tourism resources in rural areas is to help them develop new ways to obtain economic benefits. So if the construction of new industries actually has irreversible negative impacts on other local resources, then the development work will be reversed. Therefore, the design of landscape architecture needs to aim for sustainable development as much as possible. It should not only consider the current aesthetics, but also take a long-term perspective, and unify the planning and design of local economic development and living needs, as well as factors such as terrain, topography, and material selection[3]. Only after comprehensive investigation and careful analysis can the final design plan be confirmed. And the final design result must integrate functionality, culture, practicality, and sustainability, and also consider the cost issues of future repair and maintenance stages. For landscapes that involve the use of natural resources, efforts should be made to control the consumption of the landscape on the natural environment within a certain range, in order to avoid causing too serious damage to the natural environment and material resources of rural areas, as shown in Figure 1:

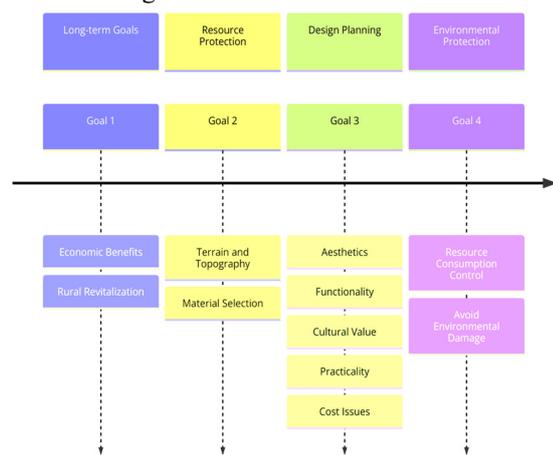


Figure 1. Rural Revitalization Strategy and Sustainable Development Mind Map

Ensuring the sustainability of landscape design is crucial in advancing the rural revitalization strategy. Therefore, it is recommended to use specific evaluation indicators to ensure the long-term benefits and ecological responsibility of the design scheme. Ecological footprint is a key indicator that measures the degree of natural resource consumption during the construction and

maintenance of gardens. By optimizing design and selecting sustainable materials, it is possible to effectively reduce ecological footprint and minimize negative impacts on the environment. Landscape design should promote the quality of life of local residents. This not only includes providing leisure and entertainment venues, but also involves increasing employment opportunities, improving living environments, and strengthening community cohesion. By working closely with local communities, design teams can better understand and meet the specific needs of residents, thereby designing garden spaces that are both beautiful and practical. Maintaining biodiversity is also an important aspect of design. By preserving existing natural elements and vegetation, introducing local plant species, and creating ecological corridors, local biodiversity can be protected and enhanced.

2.3. To fully maintain the balance of the ecological environment

For rural areas that live by mountains and rivers, the safety of the ecological environment is related to the living safety of farmers and also affects the overall quality of their livelihood development. Therefore, in the strategic plan for rural revitalization, it is highly emphasized that the construction of rural areas should be built on the basis of harmonious coexistence between humans and nature, tailored to local conditions, and gradual progress, and carry out "green development"[4]. Landscape design is based on mountain and water landscapes, which will inevitably have a certain degree of impact on the local ecological environment. In order to ensure the long-term and safe development of rural areas, landscape design must be based on the premise of maintaining the ecological environment. In addition to using scientific and environmentally friendly construction materials as much as possible, construction techniques that can use technology to reduce environmental impact should also be used as much as possible, so that the entire design plan can effectively maintain the local original ecology. Overall, in the context of rural revitalization, landscape design needs to respect three aspects: farmers, rural development, and natural environment[5].

3. Analysis of External Influencing Factors in Landscape Design from the Perspective of Rural Revitalization

In the context of rural revitalization, landscape design must comprehensively consider external influencing factors such as natural environment, cultural background, and economic level. In the initial design stage, the local terrain, topography, and climate conditions should be fully utilized, and suitable vegetation should be selected to enhance the natural beauty and practical function of the garden. At the same time, landscape design needs to integrate local culture and customs, not only meeting the visual and auditory experiences of tourists, but also providing unique humanistic experiences to enhance their

psychological satisfaction. In addition, the design scheme should take into account the local economic conditions, avoid exceeding the financial capacity, and ensure the sustainable maintenance of the garden to achieve a balance between tourism development and rural economic improvement, as shown in Figure 2:

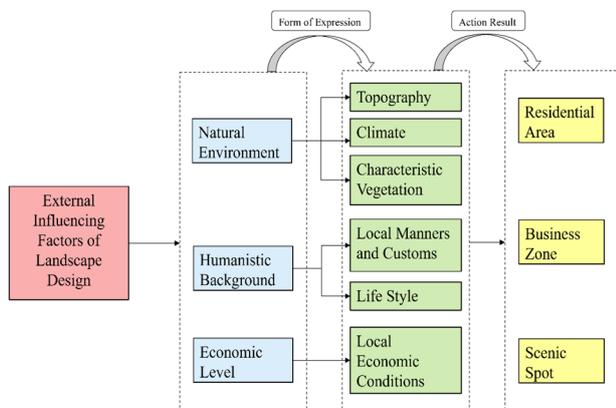


Figure 2. Framework diagram of influencing factors in landscape design

3.1. Natural environment

After confirming the principles of landscape design based on the perspective of rural revitalization, it is necessary to analyze the external influencing factors of landscape design from the perspective of design practice, and pay attention to relevant factors in the later design process. Firstly, the first step in landscape design must be based on the local terrain, climate, and vegetation in the natural environment. So landscape design will inevitably be directly influenced by local natural factors. The most intuitive terrain and landforms will become the most important element in landscape design. This is because the vast majority of garden designs require the use of terrain and landforms to design specific functions, that is, the overall idea of garden design is actually an extension of the aesthetics of terrain and landforms[2]. The local climate will also impose clear limitations on the specific selection of materials for design. For example, the climate in the north is relatively cold, and visually it should highlight the cold and desolate texture of winter landscapes, thereby giving people a sense of climate and visual coordination. The south, on the other hand, is more suitable for strengthening dense forests with trees, creating different levels of visual effects with different plants.

3.2. Cultural background

In the context of rural revitalization, landscape design not only needs to integrate local cultural elements, but also needs to deeply explore and utilize local traditional materials, so that the design works are highly integrated with the local environment and cultural background. For example, local natural materials such as stone and wood can be used to create innovative designs while maintaining their natural colors and textures. This approach not only reflects respect and utilization of local resources, but also

enhances the regional characteristics and cultural connotations of the landscape. Landscape design can also incorporate storytelling elements based on local historical stories or legends. If there are famous historical figures or events in a certain place, these stories can be integrated into the garden through sculptures, reliefs, and other forms, allowing tourists to appreciate the beautiful scenery while also feeling the profound historical and cultural atmosphere. This design method not only gives the landscape more educational and cultural value, but also enriches and deepens the experience for tourists. Actively introducing local artists to participate in landscape design can greatly enhance the artistic value and innovation of gardens. Local artists often have a profound understanding and unique expression of local culture, and their participation can make garden landscapes more visually and emotionally appealing. Artists can combine traditional art forms with modern design concepts by creating unique landscape sketches, installation art, etc., providing tourists with unique visual and psychological experiences, effectively enhancing the overall attractiveness of garden design and the depth of cultural inheritance[6].

3.3. Economic level

In addition to natural environment and cultural background, the most important consideration for landscape design in rural revitalization is the local economic development level. If the amount of funds required for the implementation of landscape design is too large, exceeding the range that rural areas can bear, it will cause the development of tourism resources to be reversed, and it will also have a serious negative impact on the local economic development for a long period of time. If the design results require a large amount of resources to be invested in maintenance for a long period of time in the future, even if the design results have a good visual appearance, they cannot truly drive the improvement of rural economic benefits, and therefore do not meet the macro requirements of rural revitalization. Therefore, the design of the garden landscape also needs to be adjusted according to the local economic development level. In summary, the landscape design under the perspective of rural revitalization must be adjusted according to the local development level of the countryside. To find a balance between tourist viewing experience and rural economic income generation.

4. Landscape Design Strategies in the Perspective of Rural Revitalization

Landscape design strategies should be based on comprehensive regional surveys and resident needs. Different functional areas should be planned based on terrain and ecological conditions, such as accommodation areas, cultural areas, and landscape areas, and local cultural and ecological characteristics should be integrated into the architecture and layout to enhance safety and ecological beauty[7]. Secondly, landscape design needs to deeply explore and showcase the core of rural culture,

enhance the cultural experience and sense of identity of tourists through the visual expression of historical culture. Finally, the design should consider the local terrain characteristics, utilize natural resources to create

harmonious visual and auditory landscapes, while maintaining ecological balance and sustainable development, As shown in Table 2:

Table 2. Key points of landscape design Strategy

Garden Landscape Design Strategy from the Perspective of Rural Revitalization				
Fully investigate the zoning layout and upgrade the building according to the needs of residents		Clarify the core of rural culture and design sketches based on cultural symbols		Study the local topographical features, fit the local conditions and shape the specific landscape
Make full use of scattered space and strive to create a unique architectural style	Innovate the rural landscape under the ecological structure and spatial structure, and implant innovative and contemporary elements	Make up the shortcomings of rural areas, promote the strengths of rural areas and respect the living habits of indigenous farmers	Spatial layout design should be carried out on the basis of inheriting cultural characteristics and retaining settlement connotation, emphasizing innovation in functional form	Continuation of local culture, integration of characteristic resources and planning of spatial structure
The landscape both and the front and back of the house should be fully utilized; Pay attention to the practicality of rural landscape	Expand the living space of villagers, increase public facilities, improve the living standards of villagers and promote rural modernization	Preserve the rural features and nostalgia, and realize the inheritance and development of rural characteristic culture	We should pay attention to improving the economic value of rural landscape and serve the revitalization of local economy	Optimize the spatial layout, make full use of natural resources such as land and make full use of economic resources

4.1. Fully investigate the zoning layout and upgrade the building based on the needs of residents

To ensure that landscape design better meets the needs and expectations of local residents, the design process should include direct participation from residents. Setting up workshops and community meetings is an effective way to participate, and these activities can serve as platforms for collecting opinions and suggestions from residents. In these meetings, residents can freely express their views and needs on future garden spaces, such as the functional division of public spaces, the display of cultural elements, and specific measures for ecological protection. The design team should integrate and analyze the feedback collected, and reflect it in the final design plan. If residents emphasize the need for more children's play facilities or elderly rest areas, designers should specifically plan these functional areas in the design to ensure that the design meets practical needs and reflects the voices of residents.

After confirming the principles of landscape design based on the perspective of rural revitalization, it is necessary to analyze the external influencing factors of landscape design from the perspective of design practice, and pay attention to relevant factors in the later design process. Firstly, the first step in landscape design must be based on the local terrain, climate, and vegetation in the natural environment. So landscape design will inevitably be directly influenced by local natural factors. The most intuitive terrain and landforms will become the most important element in landscape design. This is because the vast majority of garden designs require the use of terrain and landforms to design specific functions, that is, the

overall idea of garden design is actually an extension of the aesthetics of terrain and landforms[8]. The local climate will also impose clear limitations on the specific selection of materials for design. For example, the climate in the north is relatively cold, and visually it should highlight the cold and desolate texture of winter landscapes, thereby giving people a sense of climate and visual coordination. The south, on the other hand, is more suitable for strengthening dense forests with trees, creating different levels of visual effects with different plants.

4.2. Clarify the core of rural culture and design sketches based on cultural symbols

The landscape design under the rural revitalization strategy, taking Wuzhen as a typical example, demonstrates how to combine traditional and modern elements. By renovating traditional water town buildings, restoring old houses, and introducing modern design, Wuzhen fully utilizes abundant water resources and local vegetation, such as willows and lotus by the river, retaining the traditional characteristics of gray tiles and white walls, and reinforced with modern technology to form a unique cultural landscape. This design method not only enhances the tourism attraction of Wuzhen, but also promotes the development of the local economy. In other rural cultural landscape designs, designers should widely integrate ethnic and folk cultural elements, and through visual continuity, allow tourists to have a deep understanding of local culture. For example, in the agricultural civilization landscape area that focuses on folk experiences, tourists can wear local ethnic costumes, use agricultural tools, and personally experience the lives

of farmers. This interactive experience can deeply feel the charm of local culture[9]. At the same time, the unique design of local architecture, such as unique window shapes, can be utilized to enhance the fun of tourism, allowing tourists to experience the uniqueness of culture and the weight of history.

4.3. Study local terrain characteristics and shape specific landscapes in line with local conditions

In addition to basic layout and cultural integration, landscape design should actively highlight this characteristic of landscape design, strengthen the design of the garden, that is, add on the basis of the natural environment, further highlight the visual coordination of the landscape. Specifically, we can start from both visual and auditory aspects. Firstly, in terms of visual aspects, designers need to create geographical landscapes that do not affect production and life as much as possible based on the unique local terrain characteristics. For example, in the terrain of farmland, grasslands, crops, and many ridges, designers should strive to create a sightseeing landscape mainly focused on farmland. Design a stop area near the farmland for sightseeing, while highlighting the farming landscape of the farmland[10]. Enable tourists to experience the fun of farming from all directions. For terrain with more forest land. You can directly access it. Explore related tourist paths within the forest. Enable tourists to experience the uniqueness of forest scenery firsthand during mountain climbing. In terms of hearing. Designers need to make the most of the water landscape that exists in rural areas. For example, designing a rural landscape around water features such as reservoirs, streams, rivers, etc. At the center of the lake. Place Xiaozhou. Enable the small boat to surround the mid level scenery and create a garden landscape with a landscape painting aesthetic. You can also design some fishing facilities around the lake scenery. And open up fishing services to tourists, allowing them to enjoy the pleasure of fishing while enjoying the beautiful scenery. The design of rural garden landscapes must be combined with the existing natural and landscape resources in the local area, and extended to maximize the protection of the ecological environment from excessive exploitation and construction [11], Design points are shown in Table 3:

Table 3: Landscape Design Key Points

Design Aspect	Description
Visual Design	Based on the unique local terrain features such as farmland, grassland, and crops, create geographical landscapes that are harmonious with production and life. Design viewing points near farmland to highlight agricultural landscapes and enhance the tourist experience.
Forest Area Design	Develop walking paths within forest areas, leveraging the natural characteristics of the forest to enhance the nature experience for tourists during hiking.
Auditory Design	Utilize existing rural water features such as reservoirs, streams, and rivers to design rural landscapes around the water scenery.

Set up scenic spots and fishing facilities in the water, providing fishing services to tourists, allowing them to enjoy fishing while appreciating the scenery.

Xinlong County in the western Sichuan region is a successful case. By restoring and renovating traditional Tibetan villages, the county fully utilizes the local abundant water resources and local vegetation, such as alpine meadows and forests, and creates a natural and harmonious landscape in combination with the terrain characteristics. The design team in Xinlong County has introduced modern design concepts while maintaining the traditional Tibetan architectural style, such as integrating modern sightseeing facilities and ecological pathways into traditional Tibetan houses. These paths not only provide tourists with opportunities to explore local nature and culture, but also protect the ecological environment, avoiding excessive exploitation of terrain and water sources. Through this comprehensive utilization and protection of natural resources, Xinlong County has successfully transformed its natural beauty and cultural traditions into sustainable tourism resources, while enhancing tourists' awareness and experience of local culture.

5. Conclusion

To truly achieve rural revitalization, efforts should be made to tap into the development potential of rural areas and enhance their external attractiveness through landscape design. However, it is also important to note that the living standards of local residents cannot decline during the construction process. It is necessary to achieve a high degree of unity between the natural environment and human development, explore new development areas, and aim for sustainable development to help local residents improve the rural environment as much as possible. It is even more important to highlight local cultural symbols as much as possible in landscape design, endow local landscape design with a unique cultural style, and further enhance the unique competitiveness of local tourism resources. And most importantly, landscape design should focus on overall aesthetics, and the fundamental significance of design is to enhance visual experience. The future development of landscape design should pay more attention to coordinated artistic expression and the design extension of local cultural symbols. It is necessary to create a synergy between landscape and culture, drive sustainable development of local residents, and promote the effective implementation of rural revitalization strategies.

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