# Design strategy of Dong Rural Tourism Landscape from the Perspective of Ecological Perception

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Yanmin Liang, Longyan Liu, Ze Yang*
Guilin University of Technology, Guilin, China
*Corresponding author, e-mail: 1431400771@qq.com

Abstract

Through the literature analysis of the current ecological perception theory and the related research content of tourism landscape design, it is found that the ecological perception theory is divided into two perspectives, namely, the perspective of human perception instinct and the perspective of environmental availability. Through field investigation, the status quo of tourism landscape design in Chengyang Bazhai Village is found.From the perspective of ecological consciousness theory analytical tourism landscape design elements, namely people subjective perception dimension elements dimensions, natural environment, artificial perception dimension element three aspects, and further to analyze, finally under the perspective of ecological consciousness people subjective aesthetic, environmental availability to forge, artificial perception three tourism landscape design strategy.Further build the tourism landscape design, and guide the tourist crowd to better integrate into the national cultural experience of Dong scenic spot from the tourism landscape design.This paper puts forward a new thinking on the landscape design of Dong rural tourism from the perspective of ecological perception and provides a reference for the landscape design of tourism in minority areas.

Keywords

Ecological perception; Dong villages; Tourism landscape design; Perceptual instinctive; Availability

## Introduction

On April 29, 2021, the 28th Session of the Standing Committee of the 13th National People's Congress passed the Rural Revitalization Promotion Law of the People's Republic of China, which pointed out that in promoting rural revitalization, the construction of cultural and ecological civilization should be coordinated in accordance with the requirements of ecological livable and local culture civilization. With the development of economy and the improvement of consumption level and the rapid development of rural tourism, the importance of tourism landscape design is becoming increasingly obvious. Rural tourism landscape design also presents a trend of combining with the original ecological environment and regional culture. Minority village in tourism landscape design on the one hand, need to meet the requirements of ecological livable, local custom civilization, the realization of the aim of promoting minority areas of ecological civilization construction, on the other hand, need to pay attention to ethnic culture characteristics, forming characteristic of the ethnic minority tourism landscape design, promote the tourism development of ethnic minority areas. Therefore, this paper takes Chengyang Ba Village of Dong nationality in Sanjiang as an example to explore how the tourism landscape design of Chengyang Ba Village harmoniously integrates with the original ecological environment and how tourists can better experience the tourism landscape from the perspective of ecological perception, so as to provide a reference for the tourism landscape design of ethnic minority areas.

## Ecological Perception Theory and Tourism Landscape Design

### Theory of Ecological Perception

AGibson, an American psychologist, put forward the theory of ecological consciousness is the research orientation in animals (including human) and the environment, the interaction between ecological consciousness idea is that the objective factors of a species to adapt to the environment is very important, the awareness of the organism system can accurately reflect the external world, from the media, the main body, the representation of three dimension to the perspective of ecological cognitive environment. The theory of ecological perception mainly consists of two parts. One is from the perspective of environment. The environment can provide behavioral conditions for individuals in the environment and promote people to make certain behavioral feedback. The second is the perspective of human beings. Human perception is the innate instinct of human beings. Perception reflects the knowability of human subjective consciousness and is a way for people to judge things.

Li Chun and other scholars analyzed the elements of environmental media advertising from the perspective of ecological perception, explored how media advertising could be more harmonious with

the surrounding environment from the three dimensions of audience elements, natural environment elements and artificial environment elements, and finally proposed three design ideas and strategies for environmental media advertising adapted to the theory of ecological perception.[1]Chen Lihua and other scholars elaborated the three meanings of ecological perception theory and proposed three application ways of ecological perception theory in the campus landscape greening design of Jinggangshan University.Through the analysis of ecological perception theory, Jin Xiaowen elaborated the interaction between human and environment from the two perspectives of environment and human, and proposed how to apply ecological perception theory to landscape design, which can be generally divided into four aspects: cutting corners, counterclockwise rotation, dependence and other functions.

To sum up, the theory of ecological perception should consider the environment from the two perspectives of environmental availability and human instinct perception. At the same time, some scholars have made several planning and design ideas in landscape design, providing reference cases for the application of ecological perception theory in landscape design.

## Tourism Landscape Design

Tourism landscape refers to the general term of visual objects that can attract tourists and can be exploited by tourism. Tourism landscape design in minority areas can promote the development of tourism and the pace of rural revitalization to a certain extent.At the same time, tourism landscape is also an important carrier to reflect the culture of ethnic minorities, so how to do tourism landscape design is worth pondering.

From the perspective of ecological protection, Wang Jing expounds that the tourism landscape design should integrate the construction of rural ecological civilization into it, realize the infiltration of "people-oriented" thought, and realize the coordinated development of ecological environmental protection and tourism landscape design. Huang Li and other scholars made tourism landscape planning and design based on traditional rural natural resources and regional culture in the context of rural revitalization, aiming to achieve healthy and sustainable development of cultural tourism economy.Zhang Jun from the perspective of aesthetic conception will be tourism landscape design from the form layer, scene layer, boundary layer in-depth analysis, through the object, image, image of three aesthetic categories to analyze the establishment of tourism landscape, multi-dimensional analysis of tourism landscape design optimization strategy.Bi Shanhua and other scholars elaborated the research on the cultural and economic value of tourism landscape, and proposed the macro, medium and micro scales of design control, which provided reference methods for the protection of ancient villages and the construction of beautiful villages in northern China.Taking qingshangou town tourism landscape as an example, Li Gang tries to combine the natural environment and man-

chu culture of Qingshangou town, and puts forward specific solutions on the basis of formulating planning principles. He puts forward that tourism landscape should pay attention to the combination of culture and natural resources, public participation and cooperation in many aspects to do a good job in tourism landscape design.

To sum up, tourism landscape design needs to make full use of regional culture and natural resources, and think about the way of tourism landscape design from a multi-dimensional perspective. For The Dong area, the utilization of ethnic culture and natural resources is the focus of tourism landscape design, and the public participation should also be fully considered.

## Chengyang Eight Village Tourism Landscape Design Status

Chengyang Eight Villages located in Guangxi Liuzhou Sanjiang County Linxi River, composed of eight Dong villages, is a relatively well-known dong ethnic tourism scenic spot. The unique dong culture and ethnic customs attract tourists from home and abroad. With the development of tourism, the construction of Bazhai Dong Minority scenic spot in Chengyang has greatly increased the economic income of ethnic minorities, but it is followed by challenges in tourism reception, tourism landscape design, ethnic culture display and other aspects.Among them, tourism landscape design and cultural display can best reflect the regional characteristics of the scenic spot. However, through field investigation, it is found that the tourism landscape design of Chengyang Bazhai scenic spot is relatively weak.

### Inadequate Use of Natural Resources

Chengyang Bazhai is rich in original ecological tourism resources of Dong ethnic group. Figure 1 is the wind and rain bridge at the entrance of Chengyang Bazhai Scenic spot. Its wood construction technique is the crystallization of wisdom of Dong people and the only way to enter Chengyang Bazhai Scenic spot. However, it can be seen from the figure that there is no landscape design and planning for the parts around the Bridge except for the agricultural land, so tourists cannot have good ecological perception experience after passing through.



*Figure 1. Chengyang Wind and Rain Bridge*

*(Source: taken by the author)*

## The Degree of National Cultural Integration is Insufficient

The Dong people have rich belief culture, skill culture and totem culture, Figure 2 shows some landscape facilities and surrounding landscape vegetation in the scenic spot. It can be seen from the figure that the national cultural integration degree of landscape facilities is insufficient, At the same time, the landscape and vegetation around the important traffic passages have not been integrated into the ethnic culture, so tourists cannot know the rich ethnic culture of dong people at any time in the scenic area.

## Insufficient Public Participation

Dong people have a unique farming culture, among which the more famous is the "rice fish culture", which is to breed grain fish in the paddy field. Grain fish feeds on the ear of rice, and its fish itself will have a light aroma of grain fish. Therefore, grain fish is a relatively well-known food material in the dong diet culture. Figure 3 is the parent-child fish-catching activity site set in the scenic spot, which is used for tourists to experience farming and breeding. However, it can be seen from the figure that the landscape planning of the site is chaotic, and the farming culture and rice-fish culture of dong people are not reflected in the site.



*Figure 3. Parent-child fish-catching activity site*

*(Source: taken by the author)*

## Tourism Landscape Design Elements from the Perspective of Ecological Perception

Gibson's famous visual cliff experiment demonstrated that people can rely on intuition to perceive information provided by the environment in order to stimulate perceptual instincts to respond accordingly, from the perspective of ecological perception theory, the tourism landscape design needs to meet the needs of convenience, function, beauty and so on, rather than thinking unilaterally about the relationship between man and the environment.

As the tourist landscape needs to play the role of attracting tourists within the scenic area, it is emphasized that the landscape and the crowd, environment and culture are the unified system of harmonious coexistence, then the theory of ecological perception can provide an important reference for the study of rural tourism landscape design in Dong people. Whether the tourism landscape design in Bazhai village of Chengyang City can embody the unique cultural effect of Dong people lies in exploring deeply the tourists'perception instinct to the tourism landscape, in the tourism landscape design, through the construction of the scene and the integration of the national culture, the multi-sensory elements of tourists can directly perceive the information conveyed by the tourism landscape design from the environment, at the same time, we should consider the environment availability, create the whole relationship between people and landscape, set up the elements of tourism landscape design, and stimulate the exploration and understanding of tourists'self-consciousness. This paper considers the elements of tourism landscape design from three aspects: media, subject and representation, so as to realize the unification of tourism landscape design with tourists and environment.

The medium refers to the place or object where the tourists move. It is a method and means to convey the information of the environment and form the information source of tourists'ecological per-

ception. Including the original vegetation in the site, man-made facilities and so on, to give visitors a sense of touch, visual, olfactory sensory information, so as to stimulate the perception of tourists instinct to get the cultural experience of Dong people.

The subject is the object that has existed in the environment for a long time, the subject of the tourism landscape design can convey the concrete availability, and combine the environmental factors to make the tourists in the environment unconsciously link the surrounding environment together, identifying Dong people cultural information from tourist landscape.Reasonable use of the environment of the building, vegetation, slopes, buildings, through the design approach and the combination of tourism landscape.

Imagery is the surface design of the tourist landscape, and its imagery information gives visitors intuitive resources. The image information of the tourism landscape, which is composed of visual elements such as shape, culture and material, is often the more important part in the tourism landscape design, reflecting Dong People's rich ethnic culture, it also complements its surroundings.

To sum up, the perception of tourism landscape can be divided into three dimensions: Subjective perception, natural environment and artificial perception, as shown in figure 4.Among them, crowd perception is the main body of perception information, which has an absolute feedback function to the quality of tourism landscape design; natural environment is the auxiliary place of perception information as well as the medium place; artificial perception is the product of design creation, it's a fusion of human perception and consciousness.

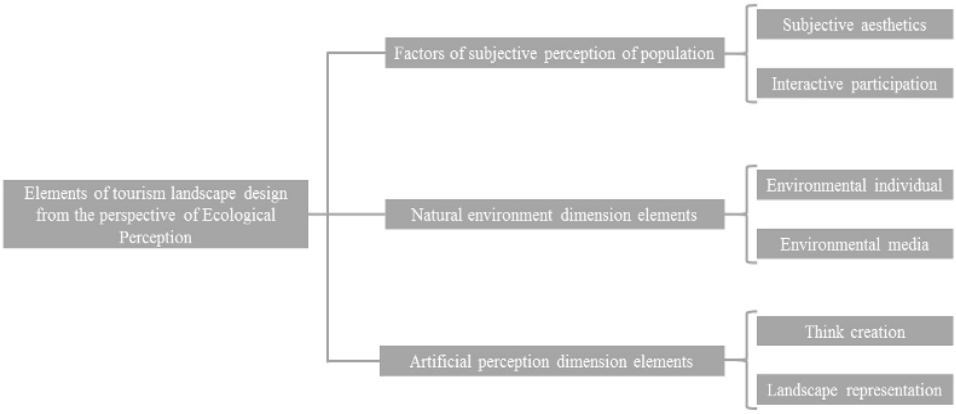



*Figure 4. Tourism landscape design elements from the perspective of ecological perception*

*(Source: taken by the author)*

# Tourism Landscape Design from the Perspective of Ecological Perception

From the ecological perspective, the tourism landscape design should be integrated with the tourist population and the regional environment. The tourism landscape design should pay attention to the construction of the whole place in order to attract the tourists and convey the rich national culture of Dong people.This paper attempts to explore the tourism landscape design strategy from the perspective of ecological perception from the perspective of people's subjective perception, natural environment coordination, artificial perception.

## Meet the Aesthetic Needs of the Crowd, Enhance the Sensory Experience

Tourism landscape design needs to create a landscape that can attract people, the central idea should be the people-centered details of the experience.Through the Internet big data as well as the offline information collation further localization tourist crowd's behavior habit, the esthetic way, the expense ability and so on aspect, precisely creates the corresponding traveling landscape design, so that tourists in the main consciousness automatically receive the information conveyed by the landscape, to get an immersive experience. Figure 5, for example, shows a childhood memory that is real and warm. Childhood Alley Courtyard, neighborhood greetings and the smell of food in the air let you deja Vu, from the psychological needs of the crowd as well as aesthetic needs of the corresponding design, give the hotel guests childhood memories.



*Figure 5. Yuan ancient water house*

*(Source: network)*

## Strengthening the Availability of Natural Environment and Creating a Place for Cultural Experience

Make good use of regional natural resources to merge with national culture, build a reasonable place for cultural experience, strengthen the field interactive participation of tourists, and enhance the multi-sensory perception effect of tourists. The tourism landscape design should be created through the spirit of the Dong people cultural field to enrich the expression level of the tourism landscape design, so that tourists can have a deep experience in the tourism landscape design on the basis of visual perception, combined with the sense of touch and smell, etc. , for example, Fig. 6 Guangdong, Hong Kong and macao-2019 Shenzhen Flower Show “Tide”: a landscape design formed by modern bamboo-woven handicraft. At the Sancha road of the bamboo garden of the Shenzhen Botanical Garden, a kind of wave-like shape stands during the period, a large area of flowers is lined up on both sides, high and low alternate, Patchwork, as if a flower holding the waves, both into the concept of the wave and the use of regional materials, give people a wave from the face of the feeling.Therefore, the parent-child fishing activity venue should fully integrate the rice-fish culture of Dong people and the related pattern fusion design in the totem, to allow tourists to experience the agricultural ways of Dong people and at the same time gain an in-depth understanding of other Dong people cultures.



*Figure 6. "tide" : modern bamboo weaving handicrafts*

*(Source: network)*

## Information Collation Perception Promotes Artificial Perception

The information of Dong People’s patterns, colors, architecture, beliefs and so on is collated, and through the perception of different groups, the elements that best embody Dong People’s culture are selected, which are integrated into the tourist landscape design through design techniques, for example, the landscape facilities, landscape pieces, landscape vegetation and other aspects of the appearance of the design, so that tourists in the scenic parade at any time when they can feel the information conveyed by the landscape, to enhance the perception of tourists while creating a Dong

people cultural atmosphere in the scenic spot.Figure 7 for example, I do not know the mountain hotel landscape design of rural life through the analysis of the return of smoke curl finishing, to create a natural and simple living environment, wake up the initial simplicity and happiness.



*Figure 7. Landscape design of rural hotel in unknown mountain*

*(Source: from network)*

## Conclusion

With the pace of the rural revitalization strategy, the development of tourism in ethnic minority villages is an inevitable trend, at the same time, the level of national consumption has gradually increased, and the sense of cultural self-confidence has prompted the Chinese people's desire to know more and more about ethnic minority cultures, this trend is bound to further promote the construction of ethnic villages, but also promote the diversity of tourism landscape design innovation.However, no matter what form the tourism landscape design takes, it should be integrated with tourism population, regional environment, national culture and so on, so as to fully display the minority culture and rural construction. Therefore, the tourism landscape design from the perspective of ecological perception can better realize the humanization idea of the Bazhai scenic spot in Chengyang and the friendliness of the human settlement environment in Dong people, at the same time, I hope the article can provide a reference for tourism landscape design in ethnic minority areas.

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