Investigation and Research on the Cognition of Traditional Village Landscape Environment Improvement Strategy Based on SPSS Analysis

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Abstract. Xinjiang has a unique geographical climate and natural environment, and contains a large number of traditional villages with distinctive regional characteristics. With the steady implementation of the rural revitalization strategy, the vast number of traditional villages has ushered in a great opportunity for the traditional village landscape revival. Based on extensive fields, the author adheres to the principle of linking theory with practice, and inheriting and protecting both principles. The author investigates and analyzes the awareness of traditional village landscape environmental improvement strategies. Taking Moyu County and Keping County as examples, field surveys, questionnaire design and SPSS cross analysis were performed. The results show that the starting point of the traditional village landscape environment improvement is accurate, the implementation path is reasonable, and the principles are scientific. Respondents from different regions and occupational categories have a high degree of uniformity in the judgment and selection of variable factors, and have harmonious but different characteristics. Because of different knowledge backgrounds, life experiences, professional responsibilities, and environment, the results of variable cross-analysis also reflect a certain degree of focus and difference. Village cadres, people's teachers, and local people have obvious representativeness and advanced nature.

1. Introduction
Building a harmonious and livable rural human settlement environment is an important part of the construction of a beautiful countryside and an important way to implement the strategy of rural revitalization. With the gradual advancement and vigorous implementation of the construction of beautiful countryside in the new era, the design of the landscape improvement of human settlements in traditional villages in Xinjiang has achieved staged victories. During the in-depth investigation of the Taklimakan Desert hinterland in January 2019, the author found that the vast rural construction in the Tarim Basin has achieved a major victory over the past, and indeed has improved the living environment and solved some major urgent problems. At the same time when achievements have been made, there is also a formalist phenomenon in the landscape improvement of some traditional villages. In order to pursue progress and effects, a large number of urban construction methods have been adopted, which lacks rural flavor and cultural characteristics. Therefore, based on field investigations, the article conducts an in-depth analysis of specific issues, establishes a model for traditional village landscape improvement design, and designs targeted and operational questionnaires. The author
focuses his research on variable indicators at all levels. Use questionnaire stars to issue questionnaires, and strive to expand the scope and depth of investigation. The study used 183 questionnaires collected as the research object, and analyzed the data using SPSS software to find out the influencing factors of traditional village landscape environment improvement and collect the people's suggestions for rural construction.

2. Research summary

2.1. Survey plots and time
Considering that the field investigation is authentic and practical, it also has certain contingency and regionality. Therefore, in the selection of survey samples, we must adhere to the principle of seeking common ground while shelving differences, that is, based on field surveys and in-depth visits, we must first consider and set the background of traditional villages in southern Xinjiang, focusing on Moyu County in Hetian and Keping in Aksu The county makes specific settings. For example, the main targets of the questionnaire include Xinjiang college students, village cadres, and local grassroots cadres studying in universities in the Mainland.

Xinjiang is located in the hinterland of Asia and is the farthest place from the ocean [1]. The natural and geographical conditions and climatic environment of the Tarim Basin are harsh. The main seasons are winter and summer. Therefore, field surveys cannot be conducted only in summer, but also necessary field work in winter[2]. Only objective and scientific investigation and comprehensive analysis can comprehensively grasp the design and recommendations of the improvement strategy.

2.2. Survey method
The questionnaire was completed as a self-made questionnaire. The author insists that the field survey is first, and then the questionnaire design is based on the integration of field survey and research objectives to ensure that the variables are designed and implemented under scientific guidance[3]. The questionnaire design mainly consists of two parts, the dependent variable and the independent variable. The dependent variable includes the relationship between the respondent and Xinjiang and the occupational composition; the independent variables mainly include the effective methods of traditional village landscape improvement, specific implementation paths, and principles and methods [4]. The questionnaire was conducted under the premise of ensuring that most of the interviewees had a better understanding of southern Xinjiang, had personal experience, and were relatively objective and fair. The questionnaire platform was used to design and launch the questionnaire to ensure the breadth and depth and effectiveness of the survey.

The questionnaire survey was spread across 15 provinces, autonomous regions and municipalities across the country, 90% of the respondents were from the western region, and 183 questionnaires were collected. Respondents mainly covered the southern Xinjiang region and two main sample plots, including various groups and occupational categories related to it. Xinjiang has a high level of local public participation, a comprehensive sample coverage, and a large foundation. A valid questionnaire was used as the sample for this analysis.

2.3. Data processing
SPSS is software for statistical analysis operations, data mining, predictive analysis, and decision support tasks[5]. SPSS is powerful and easy to learn and use, suitable for natural sciences And various fields of social science, is one of the world's most used and most widely used professional analysis and statistics software[6]. SPSS includes multiple algorithms such as descriptive statistics, correlation analysis, and factor analysis. This study mainly uses cross-analysis, focusing on careful observation and accurate grasp of the influencing factors of the dependent and independent variables. Although this article is an empirical analysis, the dependent variables are designed from the two dimensions of geographical scope and occupation composition, and a theoretical model is established based on the vertical time relationship. This article uses SPSS to analyze the data of 183 questionnaires [7].
3. SPSS analysis of awareness of traditional village landscape environment improvement strategies

Using SPSS software to classify and cross-variate the variables can accurately quantify the awareness of traditional village landscape environmental improvement strategies, and further diagnose the scientificity and operability of the strategies.

3.1. Basic Situation Analysis of Respondents

From the perspective of relations with Xinjiang, the respondents were divided into natives from the south, northern Xinjiang, mainland from Xinjiang, and Xinjiang from the mainland, accounting for 39.89%, 25.14%, 14.21%, and 20.77%, respectively. At the professional level, the respondents were divided into students, farmers, cadres in the village, business people, designers, teachers and other categories, accounting for 24.04%, 2.19%, 22.95%, 3.28%, 4.37%, 25.68%, 17.49%. The survey results show that the respondents are mainly from Xinjiang, and most of them are natives of Xinjiang, cadres who have close relations with rural areas in southern Xinjiang, and Xinjiang university students studying in the mainland. These interviewees come from different regions and strata, have different worldviews, values and life experiences, have different value judgments on the same thing or phenomenon, and cross-analysis can obtain both detailed and comprehensive analysis results. Therefore, the design of the questionnaire is relatively scientific, the questionnaire is more accurate, and the effective questionnaire is 100%, thereby ensuring the scientificity of the survey results and the accuracy of the research.

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Figure 1. Research framework and theoretical model.

Figure 2. Respondents' relationship with Xinjiang.

Figure 3. Respondents' occupation classification.
3.2. Respondents' analysis of effective ways of traditional village landscape improvement

Although the four prefectures in southern Xinjiang belong to the areas that are supported by the state, under the harsh ecological environment, there are many problems that need to be solved in the traditional villages and human settlements. However, the four regions of the southern Xinjiang are vast in area, and the regional economic development is extremely unbalanced. Some districts and counties in Aksu region have a high degree of economic and social development, and residents' income levels and living environment conditions are relatively good. However, some poor counties in Hotan region are very difficult and their income The level is the lowest in the whole Xinjiang. As a research topic for the traditional village landscape environment improvement in the southern Xinjiang region, it is necessary to have both general laws and targeted problems. Therefore, the cross and comprehensive analysis of variable factors and empirical and quantitative research on related theories are very necessary.

3.2.1. Cross-Analysis of Respondents' Recognition of Traditional Village Landscape Remediation Methods in Different Regions. According to the analysis list, local respondents in southern Xinjiang considered standardization, stylization, and urbanization-like new rural construction as the first choice, accounting for 60.27%; they believed that the traditional residential courtyards were the most important, and the modern landscape architecture with regional cultural characteristics was the second. To choose, 50.68%. The northern Xinjiang local interviewees thought that the standardization, stylization, and urbanization-like new rural construction and the modern landscape architecture with regional cultural characteristics based on traditional residential courtyards were equally important, accounting for 54.35%. Respondents from Xinjiang think that the construction of new countryside with standardization, stylization and urbanization is the most important, accounting for 50%. Respondents from Xinjiang from the mainland believed that modern landscape architecture with regional cultural characteristics was the most important, mainly accounting for 47.37%. It is not difficult to find that respondents from different regions have basically the same perceptions and judgments on this issue, but there are still some differences in the nuances, and the analysis results have harmonious and different characteristics.

Table 1. Respondents' analysis of traditional village landscape remediation methods in different regions.

| XY | Micro intervention, low cost, extensive use of local materials and craftsmanship. | New rural construction with standardization, stylization and quasi-urbanization. | Traditional residential courtyards, modern landscape architecture with regional cultural characteristics. | Focusing on public landscape architecture, each courtyard highlights its own characteristics under the premise of similar appearances. | Others. |
|----|---------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------|
| Native of southern Xinjiang | 28(38.36%) | 44(60.27%) | 37(50.68%) | 24(32.88%) | 1(1.37%) |
| North Xinjiang native | 13(28.26%) | 25(54.35%) | 25(54.35%) | 15(32.61%) | 0(0.09%) |
| Mainlanders from Xinjiang | 11(42.31%) | 13(50%) | 11(42.31%) | 10(38.46%) | 1(3.85%) |
| Xinjiang from the Mainland | 12(31.58%) | 16(42.11%) | 18(47.37%) | 12(31.58%) | 0(0.00%) |

3.2.2. Cross-Analysis of Cognitive Degrees of Respondents in Different Occupations and Traditional Village Landscape Remediation Methods. The results of the analysis showed that student interviewees considered standardization, stylization, and urbanization-like new rural construction as the first choice, accounting for 65.91%. Most of these students are Xinjiang university students from inland universities, and they will return to Xinjiang for employment after graduation. The local farming interviewees considered that the construction of new rural areas with standardized, stylized,
and quasi-urbanization was very important, accounting for 75%. Village cadres, business people, and designers think that the traditional residential courtyards are the most important, and the modern landscape architecture with regional cultural characteristics is the most important, accounting for 59.52%, 66.67%, and 87.5%, respectively. Teachers and other professional interviewees believe that the construction of a new countryside

Table 2. Respondents' analysis of traditional village landscape remediation methods in different occupations.

| X | How do you think the traditional village landscape environment improvement design is better handled? |
|---|--------------------------------------------------------------------------------------------------|
|   | Micro intervention, low cost, extensive use of local materials and craftsmanship | New rural construction with standardization, stylization and quasi-urbanization | Traditional residential courtyards, modern landscape architecture with regional cultural characteristics | Focusing on public landscape architecture, each courtyard highlights its own characteristics under the premise of similar appearances | Others | Total |
|   | Student | Farming people | Village cadres | Business people | Designer | Teacher | Other |
| 16(36.36%) | 1(25%) | 18(42.86%) | 1(16.67%) | 3(37.5%) | 15(31.91%) | 10(31.25%) |
| 29(65.91%) | 3(75%) | 23(54.76%) | 3(50%) | 0(0.00%) | 21(44.88%) | 19(59.38%) |
| 22(50%) | 1(25%) | 25(59.52%) | 4(66.67%) | 7(87.5%) | 20(42.55%) | 12(37.5%) |
| 16(36.36%) | 1(25%) | 16(38.10%) | 1(16.67%) | 3(37.5%) | 14(29.79%) | 10(31.25%) |
| 1(2.27%) | 0(0.00%) | 0(0.00%) | 0(0.00%) | 0(0.00%) | 1(2.13%) | 0(0.00%) |
| 44 | 4 | 42 | 6 | 8 | 47 | 32 |

with standardization, stylization, and urbanization is the most feasible, accounting for 44.68% and 59.38%. It can be seen that most of the people who work and live in various industries in the South Xinjiang region for the most part have made standardization, urbanization and urbanization-like new rural construction as their first choice when making their choices, which is sufficient to explain the traditional village settlements in the South Xinjiang The environment continues to be rectified and urgently needs to be resolved, further affirming the science, correctness and pragmatism of the country's rural revitalization strategy.

Cross-analysis of the cognition of respondents from different regions and occupations and traditional village landscape remediation methods, not only can we see the trend of comprehensive figures, but also we can further judge the dynamic factors and The relationship between phenomena provides accurate data support and intellectual support for precision poverty alleviation and beautiful rural construction.

3.3. Respondents' analysis of the specific implementation path of traditional village landscape improvement

In the case of finding a relatively reasonable entry point for rectification strategies, careful thought and in-depth analysis are required. To ensure that the specific implementation path of traditional village landscape remediation can resolve the existing problems, it is necessary to select the best to achieve the good and fast effect.

3.3.1. Cross-Analysis of Responsiveness of Respondents in Different Regions and Specific Implementation Approaches of Traditional Village Landscape Improvement. According to the survey list, respondents in southern Xinjiang and northern Xinjiang considered traditional villages to be a historical and cultural accumulation. When renovating traditional village landscapes, they need to focus on inheriting and protecting natural and cultural heritage, accounting for 82.19% and 78.26%, respectively. Respondents from the Mainland of Xinjiang believed that the overall improvement of the traditional village landscape style was the most important, accounting for 80.77%; secondly, the
construction of residential buildings was also important, accounting for 76.92%. Respondents from Xinjiang from the mainland believed that the overall improvement of the traditional village landscape was the most important, accounting for 86.84%. In designing this variable factor, the author refers to Maslow's "Needs Hierarchy Theory" and China's traditional theories of "self-cultivation, family harmony, governing the country, and peace in the world" for a comprehensive grasp. From the analysis results, it can be seen that all interviewees believe that the improvement of the overall landscape of the village and the construction of residential buildings are very important. It can be seen that the landscape improvement and quality improvement of traditional villages in southern Xinjiang need further implementation and development.

### Table 3. Respondents' analysis of the specific implementation path of traditional village landscape improvement in different regions.

| XY                   | Improvement of the overall landscape | Preservation of natural cultural landscape | Construction of public space | Construction of residential buildings | Decoration of interior space | Use of agricultural space | Retention of life | Others | Total |
|----------------------|--------------------------------------|--------------------------------------------|------------------------------|--------------------------------------|-----------------------------|--------------------------|-------------------|--------|-------|
| Native of southern Xinjiang | 52(71.23%)                            | 60(82.19%)                                 | 46(63.01%)                   | 42(57.53%)                          | 32(43.84%)                  | 33(45.21%)              | 49(67.12%)        | 2(2.74%)| 73    |
| North Xinjiang native | 33(71.74%)                            | 36(78.20%)                                 | 32(69.57%)                   | 26(56.52%)                          | 19(41.30%)                  | 19(41.30%)              | 28(60.87%)        | 0(0.00%)| 46    |
| Mainlanders from Xinjiang | 21(80.77%)                           | 14(53.85%)                                 | 18(69.23%)                   | 20(76.92%)                          | 16(61.54%)                  | 16(61.54%)              | 12(46.15%)        | 1(3.85%)| 26    |
| Xinjiang from the Mainland | 33(86.84%)                           | 27(71.05%)                                 | 26(68.42%)                   | 22(57.89%)                          | 15(39.47%)                  | 19(50%)                 | 21(55.26%)        | 0(0.00%)| 38    |

3.3.2. Cross-Analysis of Path Awareness of Respondents from Different Occupations and Specific Implementation Approaches for Traditional Village Landscape Improvement. It can be seen that students and local agricultural interviewees believe that traditional villages are the accumulation of historical culture, and they need to focus on inheriting and protecting historical and cultural heritage, accounting for 88.64% and 75%, respectively. Village cadres and designers interviewed think that improving the overall appearance of the village is the most important, accounting for 80.95% and 87.5% respectively. Businessmen and teachers interviewed believe that the overall improvement of the village's style, the protection of natural and cultural heritage, and the preservation of living folk customs are equally important, accounting for 66.67% and 72.34%, respectively. There are also other occupation respondents who believe that the overall improvement of the village style is the most important, accounting for 84.38%. It can be seen that due to different professional backgrounds and cultural backgrounds, the choice of the path to the realization of traditional village landscape remediation is also largely different on the premise of general convergence. For example, college students attach great importance to the inheritance and protection of village culture. Village cadres and designers think that the overall improvement of the village style is particularly important. The focus of teachers is close to the average number of respondents in all occupational categories, which is somewhat eclectic., Harmony and representativeness.
Table 4. Respondents' analysis of the specific implementation path of traditional village landscape improvement in different occupations.

|                          | Improvement of the overall landscape | Preservation of natural cultural landscape | Construction of public space | Construction of residential buildings | Decoration of interior space | Use of agricultural space | Retention of life | Other | Total |
|--------------------------|--------------------------------------|-------------------------------------------|----------------------------|--------------------------------------|-----------------------------|---------------------------|------------------|-------|-------|
| Student                  | 32(72.73%)                           | 39(88.64%)                                | 25(56.82%)                 | 26(59.09%)                          | 21(47.73%)                 | 23(52.27%)                | 30(68.18%)      | 2(4.55%)| 44    |
| Farming people           | 1(25%)                               | 3(75%)                                    | 1(25%)                     | 1(25%)                              | 0(0.00%)                   | 2(50%)                    | 1(25%)          | 0(0.00%)| 4     |
| Village cadres           | 34(80.95%)                           | 28(66.67%)                                | 32(76.19%)                 | 27(64.29%)                          | 22(52.38%)                 | 23(54.76%)                | 20(61.00%)      | 1(2.38%)| 42    |
| Business people          | 4(66.67%)                            | 4(66.67%)                                 | 3(50%)                     | 3(50%)                              | 2(33.33%)                  | 2(33.33%)                 | 4(66.67%)       | 0(0.00%)| 6     |
| Designer                 | 7(87.5%)                             | 4(50%)                                    | 5(62.5%)                   | 4(50%)                              | 2(25%)                     | 4(50%)                    | 4(50%)          | 0(0.00%)| 8     |
| Teacher                  | 34(72.34%)                           | 34(72.34%)                                | 30(63.83%)                 | 25(53.19%)                          | 19(40.43%)                 | 16(34.04%)                | 23(48.94%)      | 0(0.00%)| 47    |
| Other                    | 27(84.38%)                           | 25(78.13%)                                | 26(81.25%)                 | 24(75%)                             | 16(50%)                    | 17(53.13%)                | 22(68.75%)      | 0(0.00%)| 32    |

By cross-analyzing the recognition of the specific implementation paths of respondents from different regions and occupations and traditional village landscape improvement, it can be seen that Xinjiang university students studying in the Mainland have clear value judgments and choices, and have open, positive and positive attitudes. The role of energy; from the judgment and selection of village cadres, we can see that their cognitive perspective and height are more based on the actual work and sense of responsibility; the importance and exemplary role of teachers in the village is very obvious. In addition, the optimal results of the implementation path of the interviewees are consistent with the original intention of the variable factor design, which can ensure that the implementation path is closely combined with objective reality and is implemented steadily.

3.4. Respondents' analysis on the principles of traditional village landscape improvement following principles
Under the premise of accurate cut-in and optimization of the implementation path of traditional village landscape remediation strategies, in order to ensure smooth development, steady implementation and maximum success, the necessary remediation principles and scientific methods should be followed.

3.4.1. Cross-Analysis of Responsibility of Respondents in Different Regions and Traditional Village Landscape Improvement. The analysis list shows that all interviewees believe that in the process of renovating the traditional village landscape environment, adherence to the harmonious unity of man and nature is both the first principle and must be observed. Local respondents in southern Xinjiang believed that adhering to sustainable development and retaining distinctive culture was as important as industrial principles, accounting for 67.12%. Local respondents in Northern Xinjiang, Xinjiang respondents from the Mainland, and mainland respondents from Xinjiang believed that it was also important to adhere to sustainable development, accounting for 69.57%, 69.23%, and 84.21%, respectively. It is not difficult to see that the harmony between people and self-recognition, the concept of sustainable development, the culture of protection and inheritance have been deeply rooted in the hearts of the people. For objective reasons such as regional differences and economic investment, the emphasis on simplicity and practicality is the true expression of the honest character of all respondents.
Table 5. Respondents' analysis of traditional village landscape improvement principles in different regions.

| XY                  | Harmony between man and nature | Sustainable development | Be practical and frugal | The main consideration of villagers is livable life | Preserving characteristic culture and industry | Active participation of villagers | Adapt to local conditions | Others | Total |
|---------------------|--------------------------------|-------------------------|-------------------------|--------------------------------------------------|---------------------------------------------|----------------------------------|---------------------------|--------|-------|
| Native of southern Xinjiang | 63(86.30%)                    | 49(67.12%)              | 48(65.75%)              | 32(43.84%)                                       | 49(67.12%)                                  | 32(43.84%)                      | 30(41.10%)                | 2(2.74%) | 73    |
| North Xinjiang native | 40(86.96%)                    | 32(69.57%)              | 31(67.39%)              | 15(32.61%)                                       | 31(67.39%)                                  | 16(34.78%)                      | 29(63.04%)                | 1(2.17%) | 46    |
| Mainlander from Xinjiang | 20(76.92%)                   | 18(69.23%)              | 16(61.54%)              | 11(42.31%)                                       | 16(61.54%)                                  | 9(34.62%)                        | 17(65.38%)                | 1(3.85%) | 26    |
| Xinjiang from the Mainland | 32(64.21%)                | 32(64.21%)              | 23(60.53%)              | 16(42.11%)                                       | 25(65.79%)                                  | 15(39.47%)                      | 25(65.79%)                | 0(0.00%) | 38    |

3.4.2. Cross-Analysis of Responsibility of Respondents from Different Occupations and Traditional Village Landscape Renovation. The survey results show that all interviewees of different professions believe that in the process of renovating the traditional village landscape environment, they must abide by the principle of harmony between man and nature. University student interviewees also believed that it is important to adhere to the principles of sustainable development and the preservation of distinctive culture and industry, accounting for 81.82%. 50% of the respondents in agriculture think that the principles of sustainable development and adaptation to local conditions should be adhered to. Resident cadres, teachers and other occupational respondents believe that it is also important to adhere to the principle of sustainable development, accounting for 73.81%, 80.85, and 68.75%, respectively. Village cadre interviewees believe that adherence to local conditions, seeking truth from facts, simplicity and practicality, and the inheritance and development of village culture principles are also important, accounting for 69.05%, 66.67%, and 61.90%, respectively. Teacher interviewees also tend to be practical and simple, accounting for 61.70%.

Table 6. Responsiveness analysis of respondents from different occupations on the principles of traditional village landscape improvement.

| XY                  | Harmony between man and nature | Sustainable development | Be practical and frugal | The main consideration of villagers is livable life | Preserving characteristic culture and industry | Active participation of villagers | Adapt to local conditions | Others | Total |
|---------------------|--------------------------------|-------------------------|-------------------------|--------------------------------------------------|---------------------------------------------|----------------------------------|---------------------------|--------|-------|
| Student             | 38(86.30%)                    | 34(77.27%)              | 31(70.45%)              | 18(40.91%)                                       | 36(81.82%)                                  | 20(45.45%)                      | 23(52.27%)                | 2(4.55%) | 44    |
| Farming people      | 2(50%)                        | 2(50%)                  | 0(0.00%)                | 0(0.00%)                                         | 1(25%)                                      | 0(0.00%)                        | 2(50%)                    | 0(0.00%) | 4     |
| Village cadres      | 34(80.95%)                    | 31(73.81%)              | 28(66.67%)              | 19(45.24%)                                       | 26(61.90%)                                  | 14(33.33%)                      | 29(69.05%)                | 0(0.00%) | 42    |
| Business people     | 5(83.33%)                     | 1(16.67%)               | 4(66.67%)               | 2(33.33%)                                        | 4(66.67%)                                   | 1(16.67%)                       | 2(33.33%)                | 0(0.00%) | 6     |
| Designer            | 7(87.5%)                      | 5(62.5%)                | 3(37.5%)                | 4(50%)                                           | 5(62.5%)                                    | 4(50%)                          | 5(62.5%)                  | 0(0.00%) | 8     |
| Teacher             | 41(87.23%)                    | 38(80.85%)              | 29(61.70%)              | 19(40.43%)                                       | 27(57.45%)                                  | 16(34.04%)                      | 21(44.68%)                | 1(2.13%) | 47    |
| Other               | 28(87.5%)                     | 22(68.75%)              | 21(65.63%)              | 12(37.5%)                                        | 22(68.75%)                                  | 17(53.13%)                      | 19(59.38%)                | 1(3.13%) | 32    |

Through cross-analysis and research, it is found that the interviewees have a high awareness of the principles of traditional village landscape improvement, with both a high level of awareness and a pragmatic attitude. In particular, the cadres and teachers in the village played a leading role in demonstrating the role of teachers, and they did integrate life, work, thoughts, responsibilities, and honors and practiced them in person.
4. Conclusion and discussion

From field surveys to questionnaire design distribution and statistical analysis, all need to be implemented using the questionnaire star platform under the guidance of corresponding theoretical models, and cross-analysis and comprehensive research with SPSS software. The specific conclusions are as follows:

First of all, the improvement of the traditional village landscape environment is an important part of the construction of beautiful countryside, and it is also an important support for practicing the scientific concept of development and building a community of human destiny in the new era. Through the cross-analysis of variable factors, it can be clearly seen that the entry point of traditional village landscape environmental improvement is accurate, the implementation path is reasonable, and the principles are scientific. Respondents from different regions and occupational categories have a high degree of uniformity in the value judgment and selection of variable factors, and have harmonious but different characteristics. The principle that "everyone is a philosopher" is truthfully reflected in the investigation and analysis.

Secondly, due to different environments, knowledge backgrounds, life experiences, and professional responsibilities, the results of variable cross-analysis also reflect a certain degree of focus and difference. For example, interviewees of cadres in villages are more value judgment and selection from the perspective of social development and long-term stability, which has obvious objectivity and pragmatism; Xinjiang college students in mainland universities have an open horizon and active thinking, and pay more attention to The protection and inheritance of traditional village culture, I hope that the village landscape environment renovation adopts a standardized, stylized, urbanization-like new rural construction model. And it can be clearly found that many urban people think that the reinforced concrete city is both indifferent and vulgar, but this is in sharp contrast to the value judgment of university student respondents, and it is also the significance of this study.

In the end, there is a reason for the existence of rare things, but the research and practice of landscape environment improvement of traditional villages in Xinjiang still need continuous attention and research. With the gradual implementation of supply-side reforms, the vast rural society in Xinjiang has achieved unprecedented development. The role of cadres in the village, teachers of the people, and the leading teachers of all ethnic groups has been shown in the analysis results, which has played an important role in safeguarding the rural revitalization and long-term stability of the four prefectures in southern Xinjiang.

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