Analysis of Public Cognition on Traditional Village Landscape Environmental Planning and Design
——Taking Hetian area as an example

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Abstract. Traditional villages are a typical representative of the regional human settlements in Xinjiang. In order to clearly understand the general public’s basic understanding of the landscape environment of Nanjiang villages. The author strives to collect individual cognition into group cognition, and conduct data statistics in different categories to form a scientific basis. Therefore, the article takes the traditional villages of oasis in the Tarim Basin (commonly referred to as the southern Xinjiang) as the research base, and uses field visits, questionnaire surveys, and photo shoots. It mainly uses big data survey and analysis software and field surveying and mapping as specific implementation methods. The three independent variables include who was interviewed, the province where the mobile phone IP belongs, and the occupation. The three dependent variables include the recognition of the status quo of the traditional village landscape environment, whether the village residential planning and design should have regional cultural characteristics, and its effect on rural rejuvenation and long-term stability. The two types of variables are comprehensively analyzed by combining them individually and crosswise. The comprehensive results show that the interviewees in this study have wide coverage, reasonable composition and accurate data. From the perspective of data quantification, it is enough to prove that the achievements of rural planning and construction in Xinjiang in China are obvious to all and won the hearts of the people. At the same time, it provides important intellectual support for the planning and improvement of the landscape environment of traditional villages in southern Xinjiang.

1. Introduction
Since 2000, with the vigorous advancement and vigorous implementation of the strategy of western development, new urbanization, counterpart support, and rural revitalization, Xinjiang’s vast rural undertakings have been fully developed, especially the infrastructure construction and the living standards of the people. Began to surpass other western provinces. Under the strategy of village rejuvenation, governments at all levels attach great importance to the planning and design and improvement of the quality of the traditional village human settlements, and the village landscape environment is an important part of it. Under this circumstance, how well do people understand the development status of the traditional village landscape environment? What is the effect of village
landscape environmental planning on rural revitalization and long-term stability? These issues are all important issues for the study of village landscape environmental planning and design and village style improvement.

2. Research methods and data acquisition

2.1. Investigation of the base
Moyu County set in 1919, alias Karakash. It is the largest population county in Hetian District, the third largest population county in Xinjiang, and an important agricultural county. It is located at the northern foot of Kunlun Mountain, the southern edge of the Taklamakan Desert, and is located at 79°08′-80°51′ east longitude and 36°36′-39°38′ north latitude. As of December 2017, the total number of households in the county at the end of the year was 158,957, and the total population at the end of the year was 642,600 (including the Corps). There were 21 ethnic groups including Uygur, Han, Kazakh, and Hui, of which 601,467 Uyghurs, accounting for the entire county 97.72% of the total population. Moyu County is located on the southern edge of the Tarim Basin, across the river from Hetian County, bordering Gobi and Pishan in the west, reaching the northern foothills of Karakorum in the south, entering the Taklimakan Desert to the north and adjoining Awati County. The terrain is high in the south and low in the north. The three geomorphic units are fan-shaped. The south is mountainous, the middle is alluvial fan plain, and the north is desert. The altitude is 1120-3600 meters.[1] Moyu County is a typical temperate inland desert climate with sufficient light and heat. There are many kinds of products. The unique geographical location and light and heat conditions have bred rich product resources, rich in wheat, corn, cotton, rice and four special forest fruits (walnut, apricot, grape, pomegranate). “Township, longevity township, jade date township, and mulberry paper town”. Moyu County is dominated by plain oasis villages, and its residential buildings have been developed on the basis of Aiwang. In order to prevent wind and sand, the villagers also covered the roof of the upper courtyard. For the purpose of ventilation and lighting, the top of the village projected from the surrounding building roof, and its side windows were installed to open and close for lighting and ventilation[2]. In terms of the overall environmental situation of traditional villages in Moyu County, the layout of residential houses is flexible, not symmetrical, and not obvious center axis. Prosperous families should always expand the natural vegetation of the courtyard as much as possible, use orchards, grape stands to directly connect with the house, and have colonnades facing the orchard to form a concave courtyard.[3] Since 2018, Moyu County has strongly supported the people in developing courtyard economy and using Good light and heat resources to develop grape and related deep processing enterprises. This article takes the traditional village of Aksalayi Township, Moyu County as the specific research object, and conducted multiple field surveys from July 2018 to January 2019, using household interviews, questionnaire surveys, photo shoots, drawing drawings, etc. To obtain specific data on the importance, necessity, value, and significance of public awareness of traditional village landscape environmental planning from different levels and dimensions.
2.2. Research Design
The revitalization of the countryside is an important national strategy, and the prosperity and development of the countryside is an important foundation for realizing the great rejuvenation of the Chinese nation. This article believes that the solid promotion and smooth implementation of the rural revitalization strategy requires not only countermeasures and suggestions from the perspective of social sciences, but also the use of practical surveys and mathematical analysis to obtain scientific results. Therefore, on the premise of field investigation, the article takes the public's current status of the development of the traditional village landscape environment and the value of renovation design as the research objectives, and consists of questionnaires, data analysis, and site photos. The questionnaire mainly includes variable design in the provinces where the respondents are located, their relationship with Xinjiang, their occupations, whether they have lived in traditional Uyghur villages, and the role of landscape and environmental planning in designing long-term social stability. Using big data processing methods, linear and cross-line methods are used for data analysis to ensure the accuracy, timeliness and scientificity of the survey data.

2.3. Data collection
In order to ensure the breadth and depth of the questionnaire, as well as the scientificity of the survey results, the survey uses a questionnaire survey platform to design, place and analyze the questionnaire. A total of 183 people from all over the country participated in the survey through WeChat, and 183 questionnaires were valid.

3. Investigation analysis and findings

3.1. Basic situation analysis of interviewees
In this survey, the interviewees all participated in the questionnaire through WeChat, and a total of 183 people participated. From the source of the IP address display, they are from 15 provinces such as Xinjiang, Sichuan, Shaanxi, and Shandong. Xinjiang accounted for 69.4%. From the relationship between the interviewees and Xinjiang, there are 73 local people in southern Xinjiang, accounting for 39.89%; 46 local people in northern Xinjiang, accounting for 25.14%; 26 mainland people from Xinjiang, accounting for 14.21%; and 38 people from Xinjiang from the mainland. People, accounting for 20.77%. (Figure 2.) Looking at the occupational background of the interviewees, there are 44 college students at school, accounting for 24.04%; 4 people are farmers, accounting for 2.19%; 42 are cadres in the village, accounting for 22.95%; 6 are business people, accounting for 3.28%; 47 teachers, accounting for 25.68%. From the experience of living and living in traditional Uyghur villages, there
are 64 local Uighur compatriots, accounting for 34.97%; 54 local Han compatriots, accounting for 29.51%; and 38 interviewees who have visited and inspected, accounting for 20.77%. (Figure 3.)

From the above analysis, it can be seen that the interviewees who participated in the questionnaire were mainly people with a certain knowledge and culture, such as college students cultivated from Uyghur villages (mainly Uyghur students from Sichuan Normal University with registered residence in Xinjiang). Students graduating from college will be directed to return to their hometown to engage in basic education. Another part is the local cadre team, who are familiar with the specific conditions of traditional villages. The local people engaged in agricultural production have a low level of participation. The main reason is that they have long used their own national language and do not know and use the national common language, which makes them unable to participate in the answer sheet. Participation data of college students can make up for this missing data. In general, the majority of the interviewees were born, worked, lived in the countryside, or had public experience of traditional villages, and had a deeper understanding and understanding of the basic situation of traditional villages. They generally have a high level of education and can guarantee the accuracy and scientificity of the survey data.

3.2. Respondents' analysis of traditional village landscape environment
The southern Xinjiang Uygur traditional village is a group of villages with different forms in accordance with the needs of actual life in order to adapt to different regions and climates while
maintaining the living habits and lifestyles of the ethnic group. Because they are all in the geographical and climatic environment of the Taklimakan Desert, farming is the main way of life, and the village's shape and texture are highly similar. The same natural geographical environment, production methods, living customs, and cultural background can greatly protect the scientificity of the investigation.

Figure 4. Interviewees' comprehensive analysis of the status of traditional village development.\[6\]

3.2.1. Analysis of the Main Problems Existing in the Traditional Village Landscape Environment.

As of 2013, there were 1,388 villages in the Hetian area, with a total non-agricultural population of 372,600, with an average of only 268 people in each village, which is far lower than the average level of 1118 people per village in Xinjiang. A survey of farmers in Hetian found that 80% of the respondents wanted gas at home, 58.8% of the respondents wanted to improve the housing conditions, and 52.7% of the respondents wanted to improve the sheds for chickens, cattle, and sheep. 41.1% of the respondents hope that there is a toilet at home, and 33.4% want tap water at home.\[4\] With the strong assistance from brother provinces and cities and the steady implementation of the rural revitalization strategy, most of the people have lived in brick-concrete rich residential houses and the living environment has been unprecedentedly improved. In order to obtain more and accurate information, and in response to the current status of development, the questionnaire design "in terms of your personal life experience, what are the current problems in the landscape environment of most traditional Uighur traditional villages?" And multiple choice questions. The survey results show that 56 people think that the residential buildings and buildings are unattractive and practical, accounting for 30.6%; 59 people think that the landscape environment is dirty and dirty, accounting for 32.24%; 93 people think that there is a lack of public space and village atmosphere, accounting for 50.82%; 95 people think Lack of culture, education and aesthetic atmosphere, accounting for 51.91%; 87 people thought that there was a lack of rural industries, accounting for 47.54%; 92 people thought that there was a lack of pioneering innovation, accounting for 50.27%; 92 people thought that there was a lack of leisure and entertainment facilities, accounting for 50.27%; the other 16 people thought that there were more dangerous houses, Too rustic, accounting for 8.74%. In order to ensure that the survey data is accurate, scientific and reliable, further cross-variable analysis is performed.

The results of cross-analysis of the respondents and the traditional village development status of the dependent variable with different degrees of independent variables in Xinjiang.(Figure5.) Show that the local people in southern Xinjiang believe that the current village landscape environment planning and design mainly lacks a pioneering spirit, culture, education, aesthetic education, Recreational and recreational facilities accounted for 47.95%, 45.21%, and 43.48% respectively. Local people in northern Xinjiang believed that the current landscape planning and design of the village mainly lacked public space and village atmosphere, culture, education, aesthetic education, and rural industries, all accounting for 65.22%; from Xinjiang Of mainlanders believe that the current landscape planning and
design of villages mainly lacks public space and village atmosphere, pioneering and innovative spirit, rural industries, and dirty and dirty landscape environments, accounting for 53.85%, 53.85%, 42.31%, and 42.31% respectively; Xinjiang from the mainland; It is believed that the current village landscape environment planning and design mainly lacks the culture, culture, education and aesthetic atmosphere, public space and village atmosphere, and leisure and entertainment facilities, respectively, accounting for 60.53%, 52.63%, and 52.63%. It can be seen that the interviewees think that the traditional village planning has more prominent problems in public space and village atmosphere, cultural and educational aesthetics, rural industry, leisure and entertainment facilities.

The results of cross-analysis of respondents from different provinces with independent mobile phone IP sources and the status quo of traditional villages with dependent variables.(Figure 6.) Show that of the 183 responses, Xinjiang accounted for 127 and Sichuan accounted for 30. Respondents from Xinjiang first considered that traditional village planning and design lacked an atmosphere of culture, education, beauty and education, accounting for 55.27%; lack of public space and village atmosphere, accounting for 52.76%; lack of rural industry, accounting for 48.03%. Respondents from Sichuan believed that traditional village planning and design lacked a lack of rural industries, accounting for 60%; lack of a pioneering and innovative spirit, accounting for 56.67%; and lack of recreation and entertainment facilities, accounting for 56.67%. The number of respondents in other provinces is relatively small, and the analysis results are close to the overall trend.
The results of cross-analysis of independent villages' respondents and the status quo of traditional villages with dependent variables. (Figue7.) Show that college students believe that the current village landscape environment planning and design mainly lacks pioneering and innovative spirits, recreation facilities, cultural and educational aesthetics, and public space. And village atmosphere, respectively accounting for 52.27%, 52.27%, 47.73%, 47.73%; the people of agriculture think that the current village landscape environment planning and design mainly lacks the cultural, educational, and aesthetic atmosphere, and the rural industry accounts for 75% and 50%, respectively; the village cadres believe that the current village Landscape environment planning and design mainly lack the lack of rural industries, cultural and educational aesthetic atmosphere, public space and village atmosphere, the landscape environment is dirty and dirty, and leisure and recreation facilities account for 59.52%, 54.76%, 50%, 50%, 50% respectively; the teachers considered that the current village landscape environment planning and design mainly lacks the culture, culture, education and aesthetic atmosphere, public space and village atmosphere, pioneering and innovative spirit, and leisure and entertainment facilities, respectively accounting for 57.45%, 57.45%, 57.45%, and 51.06%. It can be seen that because of the different age groups, environment, professional positions and perspectives of traditional villages, the respondents' cognitive focus on the current problems of traditional village landscape environmental planning and design also differs. The world view determines the values and cognitions here, which is verified more realistically and objectively.

3.2.2. Analysis of the role of landscape environment planning and design in rural rejuvenation and long-term stability

The country's "Strategic Plan for Rural Rejuvenation (2018-2022)" points out that the village is a regional complex with natural, social, and economic characteristics, and has multiple functions such as production, life, ecology, and culture. It promotes and coexists with cities and towns. Coexistence constitutes the main space for human activities. The country is prosperous when the country is prosperous, and the country is deteriorating when the country is poor. It can be seen that the effect of the traditional village landscape environmental planning style improvement is an important characteristic factor of rural prosperity and long-term stability one. The survey results show that a total of 126 people think that through the planning and improvement of the traditional village landscape environment, villagers can increase their sense of identity and belonging to their homes, and love their home and country, and live and work in peace and content, accounting for 68.85%; 47 people believe that social stability and Changzhi's long-term security has a certain effect. The key is to promote the industry to promote farmers' income increase, accounting for 25.68%; 7 people think that it is not significant, they will still work in cities, accounting for 3.83%; the other 3 people think that there are other positive effects, accounting for 1.64%. Through cross analysis, the following results are obtained:
Figue8. Respondents with different relationships with Xinjiang understand the role of landscape environmental planning and design, rural revitalization and long-term stability.

The cross-analysis of the relationship between the independent variable interviewees and Xinjiang and the effect of dependent variable landscape environmental planning and design on rural rejuvenation and long-term stability. (Figue8.) Shows that through the traditional village landscape environmental planning and design and style improvement, villagers can strengthen their homes. Their sense of identity and belonging accounted for 75.34% of the natives of southern Xinjiang, 73.91% of the natives of northern Xinjiang, 46.15% of the natives from Xinjiang, and 65.79% of the natives of Xinjiang. I think that it has a certain effect on rural rejuvenation and long-term stability. The key is to drive the industry and promote the increase of farmers' income. It accounts for 20.55% of the natives of southern Xinjiang, 17.39% of the natives of northern Xinjiang, 46.15% of the natives from Xinjiang, and from the mainland 31.58% of Xinjiang people. I don’t think it makes much sense. I still work in cities, accounting for 4.11% of the natives of southern Xinjiang, 4.35% of the natives of northern Xinjiang, and 3.85% of the natives from Xinjiang, and 2.63% of the natives of Xinjiang. As can be seen, The local people in Xinjiang believe that the traditional village landscape environmental planning and design and style improvement have enhanced the villagers’ sense of identity and belonging to their homes, and the proportion of loving the home and patriotism is as high as three-fourths, which proves that the Party and the government have been deeply rooted in the hearts of the people for many years of rural work. At the same time, it is also an important symbol of the local people's awareness of building the Chinese nation community.

Figue9. Respondents of different occupations understand the role of landscape environmental planning and design, rural revitalization and long-term stability.

The cross-analysis of the effect of independent mobile phone IP sources from different provinces and the dependent variable landscape environmental planning and design on rural rejuvenation and long-term stability. (Figue9.) Shows that of the 183 responses, Xinjiang accounted for 127 and Sichuan...
accounted for 30. Respondents from Xinjiang believed that by planning and designing the traditional village landscape environment, they could enhance the villagers' sense of identity and belonging to their homes, accounting for 66.93%. They believed that it has a certain effect on rural rejuvenation and long-term stability. Promote farmers' income increase, accounting for 27.56%. Respondents from Sichuan believed that the planning and design of traditional village landscape environment can enhance the villagers' sense of identity and belonging to their homes, accounting for 86.67%. They think that it has a certain effect on rural rejuvenation and long-term stability. Farmers' income increased by 10%. The number of respondents in other provinces is relatively small, and the analysis results are close to the overall trend.

The cross-analysis of the role of the independent variable's interviewees in different occupations and the dependent variable landscape environmental planning and design on rural rejuvenation and long-term stability. (Figure 10.) Shows that through the traditional village landscape environmental planning and design and style improvement, villagers can strengthen their homes. College students accounted for 79.55%, farmers accounted for 18.18%, village cadres accounted for 69.05%, business people accounted for 33.33, designers accounted for 50%, teachers accounted for 70.21%, and other industry personnel accounted for 62.5%. I think that it has a certain effect on rural rejuvenation and long-term stability. The key is to drive the industry and promote farmers' income. College students account for 18.18%, farmers account for 25%, village cadres account for 28.57%, business people account for 66.67%, and designers account for 25%. Teachers accounted for 19.15%, and other professions accounted for 34.38%. It is considered that the planning and design of the traditional village landscape environment is of little significance for rural rejuvenation and long-term peace and stability. It is still necessary to work in cities. College students account for 2.27%, village cadres account for 2.38%, designers account for 12.5%, and teachers account for 8.51%. It can be seen that college students, farmers, cadres and teachers in the village believe that traditional village landscape environmental planning and design can enhance villagers' sense of identity and belonging to their homes, and the proportion of loving homes and patriotism is as high as 70% or more. Detailed and reliable survey data can better explain the significant effects of solid progress in rural work in recent years.

Figure 10. Respondents from different provinces of mobile phone IP know the role of landscape environmental planning and design, rural revitalization and long-term stability.6

4. Conclusion and discussion
This study takes the southern Xinjiang Uyghur traditional villages with obvious regional characteristics and high protection and tourism value as examples, and uses the villagers' landscape consciousness as the cognitive medium to master the consciousness of the landscape planning and landscape improvement. Cognitive judgment analysis of the development status of Uighur traditional villages with obvious regional characteristics, and extracted the cultural characteristics, cultural and educational aesthetics, village atmosphere, identity and belonging, and rural revitalization that have
important influences on the traditional village landscape environment planning and design and style improvement. Focus analysis with Changzhi Jiu'an and other factors has clarified the local and national public's cognitive differences and reasons for the village landscape environmental planning and design and landscape improvement, and provided quantitative data support for the next step to put forward feasible suggestions and countermeasures.

From the research design, analysis, and summary of this article, it can be seen that the people in the southern Xinjiang region have recognized, recognized, and supported the country's implementation of the rural revitalization strategy and strengthened the traditional village landscape environmental planning and design and landscape improvement work. Very high, even more than other regions. With the advancement of the Party and the state's various aid programs and rural governance, the rural areas of southern Xinjiang have strengthened their awareness of the state and the Chinese nation community, laying a good foundation for the sound and rapid development of various undertakings.

Respondents engaged in various occupations have a good understanding of the status of traditional village landscape environment. Due to different occupations, knowledge, and perspectives, the interviewees differed significantly in their understanding of the status and problems of the traditional village landscape environment. At the same time, it also shows that the majority of Xinjiang builders start from their own reality, combine with their specific practical work and shoulder responsibilities, give play to the sense of ownership, and actively implement the scientific development concept.

The public believes that the traditional village landscape environment planning and design has an important and positive effect on rural rejuvenation and long-term stability. Respondents across the country believe that the traditional village landscape environmental planning and design, and style improvement will not only enhance villagers' sense of identity and belonging to their homes, but also promote industrial transformation and upgrading, promote farmers' local employment, and increase family income. The improvement of the village landscape and the happiness of the family are inseparable from a stable social environment and prosperous economic development.

Practice has proved that only the prosperity and development of cities can nurture the development of rural areas. Giving play to the role of traditional villages in preserving regional landscapes, inheriting excellent culture, and realizing a strong foundation to play a positive role in promoting the sound and rapid and comprehensive development of various undertakings in rural society, and then achieving the goal of richness first and then richness, and gradually achieving common prosperity.

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