Research on the Design Strategy of Rural Environment

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Abstract: With the passing of the COVID-19 pandemic, rural leisure tourism around the city has evolved into a basic force to expand domestic demand, speed up internal circulation and revitalize tourism. Due to the upgrading of rural leisure tourism in China, designers and operators have created a rich and entertaining environment for urban residents, which greatly enriches and satisfies the life of citizens. In this paper, some of the existing cases of rural leisure environment design are summarized, and the design strategies and methods are extracted to better guide the design practice.

1. Introduction
Rural leisure tourism is regarded as an important starting point for rural revitalization. After online investigation and on-the-spot investigation, a small number of scenic spots and business individuals which have been loved by the public are selected. At the same time, the current situation of rural leisure environment design at home and abroad is summarized and analyzed, and then the corresponding environmental design strategies are proposed, which provides a reference for more effective design and overall improvement of rural leisure environment quality.

2. Research status of Rural Leisure Environment Design at Home and abroad

2.1. Research status of Rural Leisure Tourism in Foreign countries
The development of rural leisure tourism in foreign countries is relatively early, so its research on supply motivation, market segmentation, attitude of local residents, influence, brand image, sustainable development, etc., is relatively complete and systematic.

Figure 1 Seurat Sunday in Big Bowl Island
2.2. Research status of Rural Leisure Tourism in China

China's rural leisure began in the 1980s and existed in the form of farm music. In the early days, farmers rebuilt their houses to meet the basic business functions. Soon, it was developed into forest parks, farm groups, resorts, theme parks, etc. Nowadays, the personalized, customized and branded rural leisure environment has become a hot topic of discussion. Accordingly, the research on the design of rural leisure environment in China mainly includes the research on the layout of spatial structure, the demand of tourism audience and the design of tourism products.

![Figure 2 Mianzhu New Year Painting Village](image)

3. Design Strategy of Rural Leisure Environment in China

3.1. Design and planning

Successful cases are closely related to their environment. From the overall planning of the rural leisure environment, at present, China mainly involves the following planning models, first, the ancient town model. Second, the creation of rural ecological environment, such as agricultural ecological park, agricultural expo garden, farm flower field, etc. Third, the village model, such as Sichuan Pixian Zhanqi Village, Mianzhu New year painting Village. Fourth, the vacation mode of rural scenic spots, such as resorts, clubs, etc.

3.2. Design topic classification

On the basis of the overall planning of the rural environment, individual buildings and landscapes also need to have their own design characteristics, which indirectly implies the importance of the design theme, that is, we need to classify the existing rural leisure environment design according to the theme type.

3.2.1. International holiday theme

According to the consumption demand of urban residents who are eager to experience exotic holidays on weekends, the architectural design style, catering, leisure and service models of characteristic tourist destinations such as South Korea, Africa, Europe, Japan, Thailand and Greece have been "copied" in China.
3.2.2. Nature theme

At present, the fast pace of life makes modern people eager to relax in the mountains and return to the chic life of the ancients. China is naturally rich in natural resources, so with the help of natural scenery, mountains, springs, stone, bamboo and other elements to create a quiet, natural seclusion space is undoubtedly the first choice for the design of rural leisure space in Chengdu and Chongqing. Natural theme spaces are often designed for leisure projects such as accommodation, light meals, tea drinking, yoga, meditation, etc.
3.2.3. Parent-child farm theme
The improvement of the living standards of urban residents has made parent-child and family-style themes one of the popular themes, such as Chongqing Firefly Farm and Chengdu Xiaocaoduo Parent-Child Farm.

![Chengdu Xiaocaoduo Parent-child Farm](Pictures Available from: Mafengwo website)

3.2.4. Camping theme
The popularity of self-driving tourism has made camping as a new way of outdoor tourism began to enter China, which has been accepted by some people. Camping environment is far from the city, spend the night in tents, cabins, motels, sleeping bags, enjoy picnics, characterized by experiencing the wild interests of nature.

![Jinger Farm Chiangmai](Pictures Available from: https://baijiahao.baidu.com/s?id=1640476394448293421&wfr=spider&for=pc)

However, it is not difficult to find that domestic parent-child farms are still mainly in the form of picking fruits and vegetables, animal interaction, camping and other forms, and the industrial chain is not mature. In Chiang Mai, Thailand, the famous Ginger Farm emphasizes returning to nature, carrying out the experience of transplanting rice seedlings, getting close to animals, learning cooking, learning yoga, artistic creation, developing the industrial chain of cultural and creative products, etc., this rich business model and deep exploration of the quality of parent-child products make it popular with tourists.
3.2.5. New environment and trend of rural leisure
The theme construction of the rural leisure environment is the premise of the follow-up design, and the theme selection should be designed creatively on the basis of full respect for the environment. Operators and designers should conduct market research and carry out environmental design from the perspective of architectural design expressiveness, functionality, audience groups, etc.. The new trend of rural leisure is new experience, contrast feeling, people-oriented experiential service, and these new needs need to be met in the design of the environment.

3.3. Design colors and materials
Colors and materials vary according to different themes, but they all try to maintain harmony and unity with the rural natural environment and draw materials nearby. For example, Chongqing’s "Yuanshan Yuyao" is rebuilt from an earth kiln, and the main building and decoration materials are collected from the nearby old wood market, using local bamboo, pottery pots and rocks to make suspended ceilings and hand washing desks. This way of recycling waste building materials makes the building full of imprints that new materials cannot reach.

3.4. New demand for rural leisure changes environmental design
Under the influence of the Internet, the audience group of the rural leisure environment has also changed. In the survey of Casa four Seasons Restaurant in Sansheng Township of Chengdu, we summed up (Table 1). It can be seen that for the personalized rural leisure environment, showing a younger, commercial trend, photography has become one of the consumption needs of every form of organization. Therefore,
what kind of landscape to design and what kind of scene to create can meet the demand, and put forward higher requirements for designers.

Table 1 Customer source before and after transformation

| Segments            | Before renovation (farmhouse)                          | After renovation (Moroccan restaurant)                                                           |
|---------------------|--------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Supporting leisure  | Drink tea, eat, play mahjong, and bask in the sun      | Afternoon tea, western food, group building, wedding photography, online celebrity commercials, etc. |
| Customer age        | Children, adolescents, middle-aged, elderly, mainly middle-aged and elderly | Children, adolescents, middle-aged, and elderly, mainly teenagers and middle-aged                 |
| Consumption level   | Low-end consumption                                   | Mid-to-high-end                                                                                   |
| Organizational form | Individuals, families, units, with family as the mainstay | Spontaneous (commercial, non-commercial) groups, family, and group building                       |
| Guest occupation    | Retirees, general staff                               | Internet bloggers, photographers and short video lovers, housewives                                |

3.5. Problem reflection
First, the convenience of roads, traffic and parking is one of the primary considerations for urban residents to choose rural leisure environment. Most scenic spots still have problems such as chaotic traffic planning and unbuilt roads. Second, most of the rural leisure environment design does not take into account the night lighting design, and the surrounding traffic is also lack of night lighting design, which hinders the development of night economy. Third, the management and design ideas of some business premises are old, it is difficult to attract customers, and it is difficult to operate in a highly competitive market.

Figure 10 casa Jardin night lighting design
4. Conclusion
The fast-paced modern life breeds people's desire for leisure, entertainment and countryside, but only forward-looking and high-quality environmental design can survive in the highly competitive market. China's rural leisure environment still needs to be improved from the overall planning, lighting design, theme design, business design and other aspects.

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