Research on Landscape Design of Hakka Characteristic Towns from the Perspective of Regional Culture

Cheng Xiao¹, Lee Kun-Fa¹*
¹ School of Construction Engineering, Jiangxi University of Applied Sciences, Nanchang, Jiangxi, China.
*Corresponding Author E-Mail: 2547192612@qq.com

Abstract: Featured towns, along with regional towns in just a few years, have shown an explosive growth of a new industry as a new carrier. In the past, the construction of "a thousand towns with one side" or achievement towns has failed. This study takes the Hakka characteristic town of Zhongyuan Township, Jing'an, Jiangxi as an example, extracts the local regional culture and integrates it into the landscape design, and builds a unique characteristic town with characteristic principles and characteristics as the core.

1. Introduction
As early as the early 1980s, China proposed a development strategy based on urban construction. With the progress of society, the development of urbanization has gradually formed to be dominated by large cities. Over the years, many experts and scholars have done research and results in this area. For example: 2017 Guichenglin[1] explored the core support for the development of tourism integrated characteristic towns, and divided the development mode of attracting tourists to tourist characteristic towns into resource-oriented and comprehensive development strategies. 2017 Wei Rongrong[2] Research on the investment and financing system of characteristic town construction by developing PPP innovation models, and develop new urbanization construction and economic transformation and upgrading by realizing sustainable supply-side reform. 2018 Wang Hui[3] analyzed and discussed the requirements of characteristic towns on the urbanization industry, and has realized the sustainable development of characteristic towns. 2018 Pan Juan[4] explores the concept of global tourism in Leshan City, and the realization of a new type of urbanization oriented by the tourism industry to build a Leshan city system with a spatial form of tourism. 2019 Lunköping[5] aims at the path and logical policy transfer between the development of characteristic towns and pastoral complexes connecting the two carriers. 2019 Wang Weiwei[6] explores the conceptual advantages and problematic development paths of characteristic towns from the perspective of new urbanization. 2020 Mou Xintao[7] analyzes the problems in the construction of characteristic towns and proposes effective characteristic town development path strategies. 2020 Xu Liyan[8] explained the concept of global tourism and new urbanization, analyzed the impact of new urbanization on the economic efficiency of tourism, and elaborated on the coordinated development strategy of new urbanization and tourism. 2020 Li Xiaojuan, Wang Xiaoyu[9] elaborated on the background of the era of rural revitalization and actively played the role of the "tourism + rural" model. As a choice to build a mature Guliao Tun, the case summarizes the successful experience and shortcomings of characteristic town planning and optimization strategies, and successfully provides a demonstration for rural tourism development. 2020 Meng Ze,
The development of regional towns and towns has its own innovative development model characteristics. Featured towns are not like the towns you usually live in, but have unique regional colors and gather a variety of characteristic cultures. Building a characteristic town is conducive to economic development and the promotion of social influence. In the context of the new era, characteristic towns have different missions. Not only do they have the opportunity to become a new way to implement rapid economic development, but they also have the opportunity to become a new carrier for the simultaneous development of urban and rural areas.

2. Overview of characteristic towns

2.1. Characteristic town definition
Basically, a characteristic town generally refers to the comprehensive development of a multi-functional community with a clear positioning role, connotation, and characteristics created by a certain regional characteristic industry and characteristic environment. For example: A new development model of three-in-one industry-city integration formed by tourist attractions, consumer clusters, and new urbanization. Therefore, characteristic towns are relatively independent for urban areas, with clear industrial positioning, cultural connotations, tourism and multifunctional community development space platforms, and different from industrial parks and administrative division units.

2.2. Featured town features
A comprehensive explanation of the characteristic features is shown in Figure 1:

Space scale: Generally, the area of the planned town is controlled within 3-5 km³ (not more than 10 km³) and does not exceed 50% of the population of about 30,000 to 30,000. In order to develop special tourism for tourism + industry, in form, it is an organic town and a scenic area, a complex, etc.

Space carrier: Integrate development and construction with local characteristic industrial planning, improve various industrial parks with functions such as service and housing, and place more energy on emerging industries and tertiary industries in terms of industrial development.

Space main body: Small town residents are the main body of the town, which will combine characteristic industries, new urbanization and urban-rural coordination, etc. Promote the organic planning of industry and urban construction in an interactive mode, combining industrial construction, community housing and life services and other functions, appearing overall coordination and harmony, making the atmosphere of life more dense.

![Fig 1. The mode of combining elements with characteristic towns](image)

3. The Reasons for the Regional Cultural Development of Zhongyuan Township, Jing'an

3.1. Religious culture
The folk culture of Zhongyuan Township in Jing'an respects the Buddhism, Taoism, and Confucianism of Buddhism, Taoism and Confucianism. There is a strong sense of worship for the prosperity of
ancestors and clan. Each village has family temples, ancestral halls and clan ancestors, and the clan culture is profound. Important historical basis for studying ancient family culture, descendants seeking roots and ancestors, and tracing Hakka history.

3.2. Folk Culture
Since 2010, Zhongyuan Township, Jing’an, has established folklore and colorful theaters. On lunar festivals (Dragon Boat Festival, Mid-Autumn Festival, Lunar Calendar), families have corresponding folklore celebrations and art performances. During the Spring Festival of the Lunar New Year, various lanterns and lion lantern performances enrich the people's amateur life. Hakka folk songs, tea-picking operas, folk songs, labor chants, etc. are all the epitome of Zhongyuan’s rural culture. Moreover, because of the special geographical location and strong local culture, people have been associated with painting and calligraphy, theater troupes, crafts, bamboo carvings, martial arts, poetry and poetry, etc., which often result in the flourishing of the regional culture of Zhongyuan Township, Jing’an. (Figure 2-5)

3.3. Dialect culture
In the early days, people from this region moved south with the intermarriage and blood culture of the She and Yao indigenous people. The original elements of the ancient rhyme of the Central Plains merged with the Hakka culture eventually formed in Fujian, Guangdong and Jiangxi. The characteristic dialects (local dialect, Hakka dialect) that "a family speaks two kinds of languages". Later, Jing'an was called the "living fossil" of the dialect Hakka.

3.4. Farming culture
The natural agricultural and forestry bamboo and wood resources in Zhongyuan Township have created many traditional farming tools, household goods, and living utensils, which have been used for centuries and are exquisite ornamental court noble handcrafts. Such as: Palm fans, root carvings, bamboo carvings, rattan weaving (Figure 6) crafts, bamboo and wood, handmade earthen paper supplies, etc., as well as special processing techniques such as agricultural traditional oil mills, waterwheel mills, manpower stone mills, stone mortars, stone troughs, etc. Wait.
3.5. Farmhouse culture
The development of rural tourism in Zhongyuan Township is developed in the mode of “industry-assisted tourism, production obeys ecology, and production activates the overall situation”. A farm stay cultural experience tour with the theme of "farmhouse" was formed, and the "Zhongyuan Township's Farm Stay Cultural and Rural Tourism. Association" was established, which was carried out through "farmers, associations, and branches" Management, development, and restraint. The industry is mainly operated by local farmers who invest themselves, operate independently, and are responsible for their own profits and losses.

4. Case Analysis-Taking the Hakka Characteristic Town of Zhongyuan Township, Jing'an, Jiangxi Province as an Example

4.1. Natural weather
Located in Zhongyuan Township, in the southwest of Jing'an County, Yichun City, Jiangxi Province, with high altitude forest coverage, it is a typical Gaoling mountainous area with a cool climate, fresh and transparent south wind in summer, with an average elevation of 700 m and the entire forest coverage rate is more than 90% The content of negative air ions is as high as 100,000/cm³. The Average temperature in summer is between 20-24°C. The temperature difference between morning and evening is large. It is 1-3°C lower than the surrounding area on average and 6-10°C lower than Nanchang. In summary, the annual average temperature in Zhongyuan Township, Jing'an, Jiangxi is lower than that of the county town by 3°C. The average temperature in summer is around 20°C. The air quality is pleasant and the climate is good. The content of negative oxygen ions in the air is quite high. The transportation is convenient, and it has long been known as "Little Lushan", and it is a good place to escape the summer heat. A place with a strong cultural and learning style and rich heritage and outstanding individuality, was named the "Hometown of Peasants' Painting and Calligraphy" by the Provincial Department of Culture. The local area is dominated by the traditional culture of the Han nationality, combined with the Hakka culture of western Fujian, eastern Guangdong, and southern Jiangxi to form a diversified culture. Take this village as an example of analysis and research. (Figure 7) Based on the analysis of the weather in the five districts and cities of Jiangxi Province, East, West, South, North, and Nanchang (Table 1 and Figures 8. and 9.), the southwestern part of Jing'an, Yichun City, Western Province is a good place for summer leisure and leisure:
4.2. Analysis on the Application of Cultural Elements in the Landscape Design of Characteristic Towns

From the perspective of the regional cultural development characteristic town of Zhongyuan Township, Jing'an, Jiangxi, the results of the landscape design survey of the town's human development, geographical characteristics, economic level, and ethnic customs are analyzed. From constructing the cultural development context, following regional characteristics, critical inheritance, innovative development, people-oriented... etc., the selection of regional planning themes, functional positioning and functional zoning are determined, using retention and reproduction, historical extraction and symbolism of context, The artistic technique of creating cultural elements such as morphological contrast and fusion reflects the regional atmosphere of the regional culture, highlights the characteristics of regional characteristics, highlights the detailed materials and textures of the region, highlights the regional feelings and moods and symbols, etc., creating a regional plant landscape, which is finally realized The unique regional and cultural landscape of characteristic towns. In order to promote the current supply-side structural reform and an important breakthrough for new urbanization. For example, the analysis of the aforementioned aspects.

Since ancient times, the rural habits of our people have been to gather together to live together, and to seek roots and ask the ancestors. The root carving design content is integrated into the architectural ancestral hall, which is composed of local stories and legends. At the same time, the symmetrical layout of the ancestral halls has a solemn atmosphere of trees, such as Podocarpus, Masson pine, Phyllostachys pubescens, Cinnamomum camphora, etc., making people unconsciously awe of their ancestors as soon as they enter. In order to allow the good spread and continuation of the folk culture, landscape design combines Hakka culture to extract the elements of mixed living with the Hakka culture, using the cultural square design and the architectural design of the grand stage. Taking Sanping Village, Hegang Village and Naoshang Village of Zhongyuan Township as examples, the landscape design of farmhouse courtyards and roads on both sides will be transformed as the main axis,
forming a landscape design zone of "spring with flowers, autumn with moon, summer with cool breeze and winter with snow". The node landscape creates a farming cultural museum, allowing visitors to experience the fun of farming projects such as making rice cakes, making palm fans, and grinding stones.

5. Conclusion
By studying the garden landscape design of Zhongyuan Hakka characteristic town in Jing’an, Jiangxi, the landscape design of Sanping Village, Hegang Village, and Naoshang Village in Zhongyuan Township was unified, and then radiated to other villages in Zhongyuan Township, making Zhongyuan Township more productive. Town, and people are deeply integrated. A unified design for scientific planning and construction of the Hakka characteristic town in Zhongyuan Township is formed in accordance with local conditions and urban and rural policies. To absorb industries with population size, to achieve the four-in-one truth, goodness and beauty of "people, towns, industries, and landscapes", and truly achieve a harmonious coexistence layout that conforms to the scale of construction land, infrastructure, and public service facilities, so that characteristic towns can conform to local characteristics. Spreading the Hakka culture of Zhongyuan Township, and developing from dot to surface, all parts of the world can learn about the Hakka characteristic town of Zhongyuan Township in Jiangxi. At the same time, we will further understand Jiangxi's cultural history and humanistic characteristics, attract tourists from all over the country to drive the growth of Jiangxi's tourism economy, and Jiangxi culture will continue to develop and pass on.

Acknowledgments
2019 Jiangxi Provincial Department of Education Science and Technology Project (GJJ191202)

References
[1] Gui Chenglin. Research on the Development Model of Tourist Characteristic Towns "Collection and Investment". 2017.6.
[2] Wei Rrongrong, Zou Xiaoyong. Research on the PPP innovation support model for he development of characteristic towns[J]. Technology Economics and Management Research,2017,No.10.
[3] Wang Hui. Research on the development path of characteristic town industries rom the perspective of new urbanization. Economic Research Guide. 2018, Issue 25.
[4] Pan Juan.Research on the Influencing Factors of New Urbanization Path Choice under the Background of Global Tourism——Taking Leshan as an Example[J]. Rural Economy and Technology, 2018, 29(7): 238-239.
[5] Lun Xueping. Policy Supplement for Rural Revitalization-From Characteristic Towns to Pastoral Complexes, Journal of Qiqihar Teachers College, Issue 3. 2019.
[6] Wang Weiwei. Research on the development path of characteristic town industries from the perspective of new urbanization[J]. Modern Economic Information, 2019(6):480-481.
[7] Mou Xintao. Implementation and exploration of the construction of characteristic towns[J]. Science & Technology Economic Guide, 2020, No. 22.
[8] Xu Liyan. Research on the impact of new urbanization on the economic efficiency of tourism [J]. Management and Technology of Small and Medium-sized Enterprises, 2020, No. 19.
[9] Li Xiaojuan, Wang Xiaoyu. Research on the tourism development of characteristic towns from the perspective of rural revitalization[J]. Science & Technology Economic Guide, 2020, Issue 19.
[10] Meng Ze, Zhang Yan. Research on the Industrial Development of Small Towns with Chinese Characteristics [J]. Economic Research Guide, 2020, Issue 19.