Research on Red Rural Tourism Design Oriented by Public Art Planning

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Abstract. The purpose of this study is to explore the application of public art planning in red rural tourism design, and put forward the principles and methods of planning and design. This study found that red rural tourism design not only has the significance of excavating red culture and inheriting historical context, but also can promote the protection and improvement of rural communities and natural environment. Through literature research, field investigation and other methods, the study found problems such as inadequate planning and design, inadequate implementation monitoring, and proposed to strengthen the scientific nature of planning and design and the implementation of monitoring, promote the deep integration of public art planning and design and tourism planning, and strengthen policy support and financial security. The research results and conclusions can provide valuable reference for relevant departments and enterprises, promote the development of red rural tourism, and provide new ideas and directions for the development of cultural industries and cultural exchanges and dissemination.

Keywords: Red rural tourism, public art, case analysis, research, policy recommendations.

1. Introduction

'Red ' is a bright symbol in the Chinese nation and a historical symbol of Chinese revolution and construction. Red tourism and red rural tourism are based on the theme of red culture and revolutionary history, which are tourism forms developed in recent years. Public art is an art form dominated by collective art forms, which provides people with beautiful visual experience and ideological enlightenment through artistic means in public places. The planning and design of public art is a process in which a reasonable public art planning scheme is formulated and implemented in urban or rural public places by analyzing the environmental, cultural and historical characteristics of the place.

The application of public art planning and design in red rural tourism has attracted much attention, and more and more scholars and experts have begun to study and discuss. Its application can enhance the image and taste of red rural tourism, promote the inheritance and promotion of red culture, increase the experience and participation of tourists, and promote the development of local economy and the growth of employment.

In recent years, red rural tourism has developed rapidly, but there are problems such as lack of characteristics and poor experience. Public art planning and design can improve the quality of urban and rural environment, increase cultural experience and satisfaction. In red rural tourism, public art planning and design has been widely used to provide a good visual and cultural experience by setting up artworks or sculptures in public places, so as to promote the inheritance and promotion of red culture [1]. How to further explore and study how to improve the quality and image of red rural tourism through public art planning and design is an urgent problem to be solved.

Tourism is the pillar industry of economic development in many regions. Rural tourism, as one of the branches of tourism, is increasingly valued in China. Red rural tourism is characterized by red culture, which combines the party 's revolutionary history with rural tourism and has become a hot spot in the development of rural tourism [2]. However, in order to cater to the tastes of tourists, some areas overemphasize commercialization and entertainment, ignoring the inheritance and protection of red culture, resulting in insufficient quality and attraction of red rural tourism. In order to solve these problems, the planning and design of red rural tourist attractions can be strengthened through

public art planning and design, which can not only protect and inherit red culture, but also improve the quality and attractiveness of scenic spots and promote the sustainable development of red rural tourism.

The purpose of this study is to explore the application of public art planning and design in red rural tourism, and to study its role in promoting red rural tourism. The research results and conclusions can provide valuable reference for relevant departments and enterprises, promote the development of red rural tourism, and provide new ideas and directions for the development of cultural industry and cultural exchange and dissemination.

2. literature review

2.1. The concept and connotation of public art planning and design

Public art planning and design refers to the process of urban or rural construction, through the planning and design of public art elements, to strengthen the cultural connotation, enhance the quality of public art, improve environmental quality and other purposes [3]. Its connotation mainly includes improving the quality of public art, enhancing cultural connotation, improving environmental quality, enhancing cognitive value, and promoting economic development.

Public art planning and design is an artistic creation and design activity in public places. It aims to improve the environment and quality of public space, enhance people 's cultural literacy and quality of life, and promote the development and integration of the community. Its connotation includes artistry, publicity, sustainability, participation, culture and education.

2.2. Analysis of the development status and problems of red rural tourism

Red rural tourism is a new form of rural tourism that has gradually emerged and developed in China in recent years. However, there are some problems and challenges in its development process, such as excessive commercialization, insufficient cultural protection, and security risks. An in-depth analysis of its development status and problems can provide reference and basis for subsequent public art planning and design, and promote the sustainable and innovative development of red rural tourism.

Red rural tourism is a new form of tourism with the theme of revolutionary history and red culture, integrating tourism, sightseeing, vacation, leisure, research and pilgrimage. It is also an effective way to develop rural economy, increase farmers ' income and promote rural cultural construction. Although red rural tourism has developed rapidly in China, its development projects are lack of innovation, the level of tourism products and services in some places needs to be improved, and there are also problems in the protection of tourism resources and the management of scenic spots. Therefore, it is of great significance to analyze the development status and problems of red rural tourism and put forward effective solutions and countermeasures to promote its healthy development.

2.3. Research on the application of public art planning and design in tourism development at home and abroad

Public art planning and design plays an important role in the development of tourism at home and abroad. However, there are still some problems in the application of public art planning and design in China, such as over simplification and modeling, lack of local characteristics and cultural connotation, as well as insufficient investment and low design level [4]. For the public art planning and design of red rural tourism, it is necessary to combine the local historical and cultural background and regional characteristics, pay attention to innovation and differentiation, and improve the quality and level of public art planning and design.

3. Research method

3.1. Research Design and Process

This study adopts the method of literature review, case study and field investigation to study the application mode and experience of public art planning in red rural tourism design [5].

The research process includes determining the research object and research framework, case study stage, field research stage, data analysis and result presentation stage. In the case study stage, the representative red rural tourism project is selected as a case to conduct in-depth research and analysis on its public art planning and design; in the field research stage, a questionnaire was designed and distributed to the tourists, managers, designers and other groups of red rural tourism scenic spots to understand the effect and existing problems of public art planning and design in practical application. In the stage of data analysis and result presentation, the data obtained from the questionnaire survey will be counted and analyzed. Combined with the research results in the case study stage, the application mode and experience of public art planning and design in red rural tourism will be put forward, and corresponding suggestions will be put forward for the existing problems.

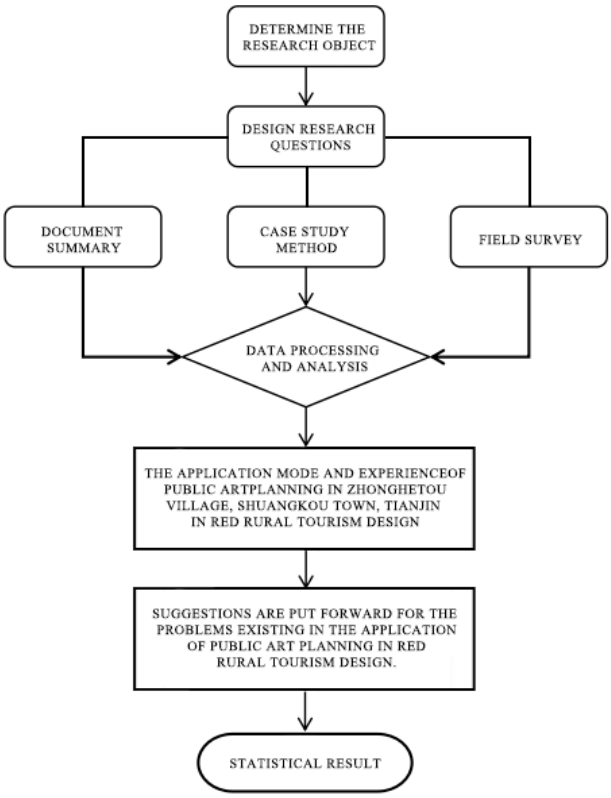


Figure 1. Research process framework diagram

3.2. Data collection and analysis methods

3.2.1 Data collection

This study uses a variety of data collection methods such as literature research, questionnaire survey and field investigation to collect data on public art works, tourist behavior and feedback of red rural tourism destinations.

(1) Questionnaire survey: A questionnaire survey was conducted among tourists and villagers in the target area by convenient sampling. A questionnaire survey was conducted among tourists and villagers in the form of multiple choice questions, open questions and scoring questions to obtain extensive and in-depth information.

(2) Interviews: individual or group interviews, using semi-structured form, from the perspective of stakeholders to understand the role and influence of public art planning and design in red rural

tourism. The interviewees include tourism developers, designers, village committee representatives, government officials and other relevant personnel.

(3) Visit inspection: on-site visits and inspections to understand and collect data and information on red rural tourist attractions and public art projects in the target area. Using equipment such as cameras, cameras and laptops to record and process data and information.

3.2.2 Data analysis

The data analysis method adopts a combination of qualitative and quantitative methods, including statistical analysis of questionnaire survey data and content analysis and summary of field observation data. Finally, the data of literature research and field observation are compared.

4. The application of public art planning in red rural tourism design

4.1. The principles and methods of applying public art planning in red rural tourism design

The planning and design of red rural tourism public art should pay attention to local cultural heritage, consider the characteristics of natural environment, meet the needs of tourists, innovate design concepts, and comprehensively consider feasibility and cost-effectiveness [6-8]. The design scheme should integrate elements such as red culture and revolutionary history into tourist attractions, organically combine with natural landscapes, and create public art works in various art forms to enhance the taste and image of tourist attractions. At the same time, the number, scale and layout of public art works are reasonably planned to ensure the feasibility and economic benefits of the design scheme.

4.2. Practical case analysis of the application of public art planning in red rural tourism design

Zhonghetou Village is located on the side of Jinba Road, Shuangkou Town, Beichen District, Tianjin. It is the birthplace of the first party branch in Tianjin 's rural areas. The former residence of An Xingsheng in the village is listed as Tianjin 's patriotism education base. In 2007, Beichen District invested 500,000 yuan to refurbish the former residence of 1016 square meters, and carefully designed and produced more than 50 graphic displays to show the glorious life of the martyrs. In addition, Beichen District Party History Exhibition Hall was also established in the former residence, highlighting its educational significance. Since the reopening of the former residence, many units such as Beichen District Party School, Shuangkou Town Party and League Organization, District Town Primary and Secondary Schools have held many activities here, such as ' Sacrificing the martyrs and reliving the oath of joining the Party ', ' Remembering the martyrs, lighting up youth, doing business ', ' Remembering the martyrs, loving the motherland, welcoming the Olympic Games, and preaching civilization '.

In the red rural tourism planning of Zhonghetou Village, public art planning is fully considered to meet the needs of tourists for tourist attractions, improve tourism quality, promote economic development and protect local ecological environment and resources. From the perspective of the design of the planning scheme, the integration of public art into local culture and history is the primary consideration. By considering the value and history of red culture, the planning combines the history of Zhonghetou Village with local characteristics, which not only shows the characteristics of red culture, but also highlights the regional characteristics of Zhonghetou Village. The red theme and spirit of the plan highlight the local history and cultural heritage, so that tourists can understand the history and development of Zhonghetou Village while feeling the charm of red culture.

Artistic quality and appreciation are also key factors in public art planning. The planning adopts high-quality artworks, including red-themed sculptures, monuments and murals, which integrate the cultural characteristics of Zhonghetou Village and provide visitors with a more colorful tourism experience. At the same time, the planning pays attention to the arrangement and placement of artworks, so as to coordinate with the surrounding environment and create a good viewing effect.

Finally, the consideration of environment and sustainability in public art planning cannot be ignored. The planning adopts low-carbon and environmentally friendly materials and technologies to avoid adverse effects on the environment. At the same time, it also strengthens the management and guidance of tourists, avoids excessive development and destruction of tourists, and protects the local ecological environment and resources.

To sum up, the red rural tourism planning case of Zhonghetou Village fully considers all aspects of public art planning, integrates local culture and history, highlights the red theme and spirit, pays attention to artistic quality and appreciation, and also considers environment and sustainability. This planning case not only improves the tourism experience of tourists, but also promotes the development of local economy, and protects the local natural environment and cultural heritage. It is a successful case of public art planning. However, planning programs can be further improved to further improve tourism quality and sustainability.

First of all, it can be better integrated into local culture and community development by strengthening interaction and cooperation with local residents, and it can also better promote the development of public art in the community. For example, local artists, cultural experts and community leaders can be invited to participate in the planning process to understand the needs and opinions of local residents and promote the inheritance and development of community culture.

Secondly, by focusing on the diversity and innovation of public art, we can better attract tourists and improve the quality of tourism. For example, public art can be combined with local tourism resources and features to create more cultural experiences and tourism projects, thereby increasing tourist satisfaction and retention.

Finally, the local natural environment and cultural heritage can be better protected by strengthening the sustainable management of public art. For example, the negative impact on the environment can be reduced and the sustainable development of public art planning can be achieved by adopting sustainable materials and technologies, controlling the number of tourists and the scope of activities, and improving the level of environmental management.

In short, public art planning is of great significance to the development of red rural tourism. It can improve the quality of tourism, promote economic development and the inheritance of community culture, and also protect the local natural environment and cultural heritage. The case of red rural tourism planning in Zhonghetou Village fully reflects the advantages and value of public art planning, which needs to be continuously improved in the future.

4.3. The effect evaluation of public art planning in red rural tourism design

(1) Public art planning promotes the cultural and historical inheritance of red rural tourism in Zhonghetou Village, reflecting the local folk culture and red history. This provides tourists with a more comprehensive and real tourism experience, and increases tourists ' understanding and cognition of the history and culture of the region.

(2) Public art planning highlights the theme and spirit, creates a unique tourism atmosphere for tourists, and improves the attractiveness and competitiveness of tourism. At the same time, the design and production quality of public art works have also been guaranteed, providing tourists with high-quality visual enjoyment.

(3) Public art planning pays attention to environment and sustainability in the design of red rural tourism in Zhonghetou Village, which makes public art works coexist harmoniously with the natural environment, protects the local natural ecological environment, and pays attention to the protection and sustainable use of the ecological environment in the development of tourism economy, which is in line with the concept of sustainable development.

In summary, public art planning has been effectively applied in the red rural tourism design of Zhonghetou Village, and has made positive contributions to the tourism economic development and cultural protection in the region.

5. The future development direction and suggestions of public art planning in red rural tourism

5.1. Future trends and directions

The future development trend of public art planning and design in red rural tourism will be mainly reflected in the following aspects:

(1) Strengthen cultural self-confidence and highlight regional characteristics. The planning and design of red rural tourism public art should pay more attention to regional characteristics, highlight local historical culture and red culture, enhance the cultural connotation of rural tourism, and strengthen the cultural experience and feelings of tourists. In addition, we should also pay attention to the local folk culture, enrich the content of rural tourism, and increase the attractiveness of tourists.

(2) The introduction of new technologies to enhance artistic taste. In the planning and design of red rural tourism public art, some new technologies can be appropriately introduced, such as digital art, virtual reality, augmented reality, etc., to increase the artistic taste and appreciation of public art, but also to better attract tourists and increase the interest and participation of tourism [9].

(3) Combine the rural revitalization strategy to promote economic development. The planning and design of red rural tourism public art should pay more attention to the combination with the rural revitalization strategy, pay attention to the role of public art, and promote the development of local economy. Through public art planning and design, we can create characteristic scenic spots, build characteristic towns, and carry out a series of cultural tourism activities, so as to increase the attractiveness of tourism and promote the development of local economy.

(4) Focus on sustainable development and protect the environment. The planning and design of red rural tourism public art should pay more attention to sustainable development, avoid the damage of short-term behavior to the environment and ecology, and pay attention to environmental protection and ecological construction to ensure the long-term development of tourism.

(5) Strengthen multi-party cooperation and promote co-construction and sharing. The planning and design of red rural tourism public art should strengthen cooperation with the government, enterprises, social organizations and other parties to form a joint force, promote the concept of co-construction and sharing, and realize the sustainable development of rural tourism public art planning and design.

5.2. Development and policy recommendations

It is suggested to strengthen the personnel training and technical support of red rural tourism public art planning and design, improve the supervision and management mechanism, pay attention to cultural value and sustainable development, strengthen publicity and promotion, and strengthen policy formulation and support. These measures will help promote the future development of red rural tourism public art planning and design, and should fully consider the local historical and cultural background and ecological environment to promote the sustainable development of tourism [10].

6. Conclusion

This study explores the application of public art planning in red rural tourism design, and puts forward principles and methods, including planning and design principles related to red culture, natural environment and rural communities, and tourists ' needs and experiences. The results show that good planning and design can bring significant results, but also pointed out the problems of inadequate planning and design, inadequate implementation monitoring and so on. It is suggested that in the future, we should strengthen the scientificity of planning and design and the intensity of implementation monitoring, promote the deep integration of public art planning and tourism planning, strengthen policy support and financial security, and provide good public art support for the sustainable development of red rural tourism.

Future research can expand sample size and coverage, and strengthen long-term effect tracking and evaluation. The research value and application prospect of red rural tourism public art planning and design are broad, which can make greater contributions to the sustainable development of China 's tourism industry.

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