

Research on Landscape Complexes in the Context of Rural Revitalization

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Abstract: Agriculture is the foundation of a country and the foundation of a strong country. In 2024, the No. 1 document of the Central Committee proposes that "to promote the comprehensive revitalization of the countryside, it is necessary to ensure national food security, ensure that there is no large-scale return to poverty, improve the level of rural industry development, improve the level of rural construction, improve the level of rural governance, and strengthen the party's overall leadership over the "three rural" work". Based on the strategy of rural revitalization, the construction of landscape complex is of positive significance for creating a unique rural landscape and promoting the rapid development of rural areas in the new era. Based on the case study of "Pastoral Lujia" in Anji County, Zhejiang Province, this paper deeply explores the landscape complex from the perspective of rural revitalization, and summarizes the design strategies of the landscape complex. This provides theoretical support and specific case reference for the future construction of rural areas, and has far-reaching practical significance for rural revitalization.

Keywords: Rural Revitalization; Landscape Complex; Rural Landscapes; Anji County "Pastoral Lujia".

1. Background and Implications

1.1. Background:

1.1.1. Policy Background

When the countryside is prosperous, the country is prosperous, and when the countryside is declining, the country is declining. To build a moderately prosperous society in an all-round way, the most arduous and arduous task lies in the rural areas, the broadest and deepest foundation is in the rural areas, and the greatest potential and stamina are also in the rural areas. In 2017, Xi Jinping pointed out in the report of the 19th National Congress of the Communist Party of China that the problem of agriculture and rural farmers is a fundamental issue related to the national economy and people's livelihood, and we must always take solving the "three rural" problems as the top priority of the whole party's work and implement the rural revitalization strategy. The 20th National Congress of the Communist Party of China was successfully held in 2022, which further put forward the requirements for comprehensively promoting rural revitalization, emphasizing the need to "accelerate the construction of an agricultural power and solidly promote the revitalization of rural industries, talents, culture, ecology and organizations". In 2024, the No. 1 document of the Central Committee proposes that "to promote the comprehensive revitalization of the countryside, it is necessary to ensure national food security, ensure that there is no large-scale return to poverty, improve the level of rural industry development, improve the level of rural construction, improve the level of rural governance, and strengthen the party's overall leadership over the "three rural" work". Based on the strategy of rural revitalization, it is of positive significance to carry out scientific research on landscape complexes to create a unique rural landscape and promote the rapid development of rural areas in the new era.

1.1.2. Industry Background

In a city of reinforced concrete and under the pressure of work, people are increasingly eager to escape the hustle and

bustle of the city and find a peaceful, natural and relaxing resort. The villages with both beautiful natural scenery, fresh air, quiet environment and profound historical and cultural heritage and rich and diverse leisure and entertainment activities have become an excellent place for people to relax and relax, which has opened a new door for the development of rural landscape, but at present, in the process of construction of rural landscape complex in China, due to the lack of overall planning and planning, there is a large blind development, resulting in the emergence of a thousand villages in the countryside, and many cultural elements representing the memory of the village have been destroyed. Scientific and rational planning of rural landscape complex is of great significance to promote the sustainable development of rural areas and the construction of new countryside.

1.2. Research Implications

With the deepening of the rural revitalization strategy, the design and implementation of landscape complexes have become an important part of rural revitalization. The construction of landscape complex not only helps to protect and inherit rural culture and promote the development of rural eco-tourism, but also improves the quality of life of farmers and promotes the integrated development of urban and rural areas. At present, the development of landscape complex in theory and practice is still immature, through the study of the case of "Pastoral Lujia" in Anji County, Zhejiang, the landscape complex is deeply explored from the perspective of rural revitalization, and the design strategy of landscape complex is summarized, which provides theoretical support and specific case reference for the future construction of rural areas, and has far-reaching practical significance for rural revitalization.

2. Definition of Relevant Concepts and Analysis of the Current Situation

2.1. Rural Revitalization

The 19th National Congress of the Communist Party of

China put forward the implementation of the rural revitalization strategy, which is a major historical task for the Party Central Committee with Comrade Xi Jinping as the core to focus on the overall cause of the Party and the country, deeply grasp the laws of modernization and the changing characteristics of urban- rural relations, conform to the yearning of hundreds of millions of farmers for a better life, and make major decisions and arrangements for the "three rural" work, which is a major historical task to build a moderately prosperous society in an all-round way and build a modern socialist country in an all- round way, and is the general starting point for doing a good job in the "three rural" work in the new era [1]. The basic connotation of the rural revitalization strategy is that the industry is prosperous, the ecology is livable, the rural customs are civilized, the governance is effective, and the life is affluent. The so-called rural revitalization strategy is to adhere to the priority development of agriculture and rural areas, further adjust and straighten out the urban-rural relationship between industry and agriculture, give priority to the allocation of factors, give priority to guaranteeing resource conditions, and give priority to public services, accelerate the development of agricultural and rural economy, accelerate the completion of shortcomings in rural public services, infrastructure, and information circulation, and significantly narrow the gap between urban and rural areas [2]. The overall goal of implementing the rural revitalization strategy is to realize the modernization of agriculture and rural areas; The general policy is to adhere to the priority development of agriculture and rural areas; The general requirements are thriving industries, livable ecology, civilized rural customs, effective governance, and affluent life.

2.2. Landscape Complex

The rural landscape is composed of two parts: natural landscape and human landscape, which is a landscape and environmental complex of rural settlement landscape, economic landscape, cultural landscape, and natural landscape, and is a production landscape dominated by agriculture and extensive land use landscape, which integrates cultural support functions, ecological service functions, environmental protection functions and other functions, and has ecological, economic, and aesthetic values [3].

2.3. Analysis of Development Status

At present, China is fully implementing the rural revitalization strategy and accelerating the pace of agricultural and rural modernization. All localities have increased government financial investment and technical guidance to help the development of local rural industries and the construction of beautiful villages. After a period of exploration and practice, many villages have embarked on a development path suitable for themselves, and the gradual improvement and improvement of village infrastructure has not only facilitated the production and life of villagers, but also laid a good foundation for the development of rural industries. However, in some places, they are more eager for quick success and quick profit in rural construction, pursuing speed, and blindly building village squares, cultural and sports facilities and other projects, resulting in the phenomenon of "one side of a thousand villages"; In some places, managers have implemented the rural development plan of "rural modernization" in which the whole village is

demolished and rebuilt, but there is a lack of effective protection of traditional village buildings and cultural relics, resulting in the destruction of the architectural style of traditional villages and many cultural elements that represent the memory of villages. In the development of rural landscape tourism in some places, cultural excavation is contrary to the unique history and culture of the region, which makes the rural cultural image lack local characteristics. For example, the local culture of Bailuyuan Folk Culture Village is Guan Chinese, but in the completed project, it did not dig deep into the unique charm of Guan Chinese, but built a large number of antique buildings, and presented the original taste of Guan Chinese through food specialties and traditional skill performances. Blind development makes the form of expression single, resulting in insufficient participation and experience of tourists, and they cannot have a deep understanding of their culture. Therefore, under the guidance of the rural revitalization strategy, the scientific and reasonable landscape complex design is of positive significance for creating a unique rural landscape and promoting the rapid development of rural areas in the new era.

3. The Current Design Dilemma and Shortcomings of Rural Landscape Complexes

3.1. Single-Function and Homogeneity are Serious

Since the rural revitalization strategy was proposed, there has been an upsurge of beautiful rural construction in various places, but many problems have arisen in large-scale rural construction. In the process of construction, the planning, layout and corresponding architectural styles of villages with different regional cultures began to converge, and the cultural attributes precipitated in rural development and the heterogeneity of rural landscapes were directly lost [3] [4]. The development of rural resources mainly relies on local natural resources and human resources, but at present, the design concept of "adapting measures to local conditions" in many places is too similar, most of them are based on mountain water resources by the mountains and rivers, plus some tourism products, which seem to have their own characteristics, but in fact the development model is relatively single, whether it is architectural design, node landscape design or tourism product design, it seems to lack innovation.

3.2. Lack of Landscape Implantation of Regional Culture

As one of the spatial carriers of regional culture, the landscape image of the countryside reflects the connotation and value of regional culture [4]. At present, the development of most villages is mainly based on leisure agriculture, tourism agriculture and other tourism, while there are relatively few landscape forms with cultural connotations such as cultural inheritance, character history, customs and customs, etc., and in some rural areas, especially those areas with relatively backward economy, people lack understanding and attention to regional culture. Although these places are rich in cultural and historical resources, it is difficult for local governments to find suitable development strategies due to lack of funding and lack of development opportunities. With the progress of society and the changes of the times, some cultural elements with representative village memory have

been destroyed and lost their value in the process of industrialization and urbanization, and the rich and diverse regional village culture has not been developed and highlighted.

3.3. Unreasonable Planning and Development Blindness

Since the reform and opening up, China's rural development has been rapid, and the development of urbanization has had a huge impact on the rural landscape, and problems such as the destruction of cultivated land, the unreasonable layout of land, the messy rural layout, and the destruction of local features have emerged one after another [3] [4]. The improper use of village culture has led to serious damage to the natural environment and cultural characteristics of traditional villages, and the cultural significance of traditional villages has been lost [5].

4. Case Study of Landscape Complex Design in the Context of Rural Revitalization

4.1. Project Background and Positioning

4.1.1. Background Analysis of "Pastoral Lujia" in Anji County

Lujia Village is located in the northeast of Anji County, Huzhou City, Zhejiang Province, about 5 kilometers away from the county seat. With an area of 16.7 square kilometers and a permanent population of nearly 2,300 people, Lujia Village was a well-known poor village in the past, although it was close to the county seat. After 2011, taking the opportunity of the creation of the county's beautiful rural boutique villages, we adhered to the development road of "beautiful countryside + leisure agriculture + rural tourism", boldly innovated and practiced, transformed natural villages into pastoral scenic spots, transformed green resources into social capital, and transformed farmers into cities into returning to their hometowns to start businesses. Under the guidance of the professional planning and design team, 18 family farms with different areas, styles and characteristics have been built, and the business model of "company + village + family farm" has been innovated and developed, and the sharing of interests has been promoted. In addition, through the design of sightseeing trains, the local area has realized the interconnection between family farms, driven the rapid development of tourism and tourism, realized the gorgeous transformation from a poor village to a star village, and has successively won the honors of national pastoral complex, national rural development industry integration demonstration park pilot, and national top ten well-off villages.

4.1.2. Anji County's "Pastoral Lujia" Development Positioning

Lujia Village takes building a family farm as the carrier and operates in the mode of "company+ village + family farm", with unified planning, unified platform and unified brand; The idea of "three unifications and three republics" of co-construction, co-operation, sharing, and sharing and win-win is used as the guide for the whole system. Make full use of local resources to build Lujia Village into a national pastoral complex pilot demonstration area, a rural travel model area, and a family farm agglomeration area. At the same time, Lujia Village will be based in Zhejiang, carry out training for the whole country, cultivate a group of grassroots "Two

Mountains" practice leaders with rich theories, and build the "Two Mountains Academy" into a theoretical research base and dissemination base for the Two Mountains.

4.2. Design Strategy and Core Concept

4.2.1. Adhere to the Development Concept and Establish Green Design-Oriented

Lujia Village focuses on the guidance of the concept of "two mountains", and with a deep understanding of green design and sustainable design concepts, it has developed a reform formula from "defending the land" to "starting a business". Based on the advantages of high-quality natural resources of native and diverse mountains, rivers, forests, fields and lakes, we make full use of policy dividends and the coordinated development of various subjects, adhere to the development path of "beautiful countryside + leisure agriculture + rural tourism", boldly innovate, transform natural villages into pastoral scenic spots, transform green resources into social capital, and create a new industry based on agricultural production and leisure tourism. Lujia Village deeply explores flower culture, traditional Chinese medicine culture, white tea culture, farming culture, etc., develops leisure agriculture, and enhances the sense of gain and happiness of the villagers in the park by improving the comprehensive benefits of agriculture and the level of modernization, so as to promote rural construction and development in the new era.

4.2.2. Grasp the Regional Characteristics and Design to Drive Industrial Transformation

Lujia Village adheres to the people-oriented, takes the commercialization, capitalization and value of lucid waters and lush mountains as the goal, and uses design to further promote the transformation and development of emerging business formats. Taking the unique culture, resources and advantages of the region as the basis of industrial design and development, we will promote the transformation of the local economy to a higher quality and more sustainable development direction through design innovation, transformation and upgrading. For example, make full use of the unique natural scenery, cultural landscape, and resource advantages of rural residents to build a rural tourism demonstration area integrating "production, research, parent-child, sightseeing, health preservation, and leisure". Tourists can stroll through the countryside here, feel the tranquility and beauty of nature, and also learn about the history and culture of Lujia Village here, and feel the thick historical heritage. In addition, there are many traditional handicrafts and special snacks in Lujia Village, such as bamboo weaving in Lujia Village, rice wine in Lujia Village, etc., which provide tourists with a rich shopping and food experience. In order to improve the competitiveness of family farms and form brand advantages, Lujia Village uses design thinking and innovative technology to carry out product design, process improvement and service optimization for regional characteristic industries, improve product quality, reduce production costs, and enhance product competitiveness and market share.

4.2.3. Reasonable Planning of Resources and Building a Resource Agglomeration Platform

In 2013, the concept of "family farm" was first proposed in the No. 1 document of the central government, and Lujia Village was quickly inspired to realize that "family farm" is the carrier of integrating resources, introducing capital and developing industries, so it hired a professional design team to plan and design the village, and is committed to building the country's first family farm gathering area. The "company +

village + family farm" three-industry integration development model implemented by Lujia Village has attracted a large number of social capital to invest in the construction of family farms and jointly devote themselves to the development of "modern agriculture + rural tourism". While promoting the construction and development of family farms, the farmers of family farms have also expanded their tertiary business projects such as catering, homestays, and farm stays. At the same time, the farmers have also tried to produce agricultural processed products, tourist souvenirs, high-end agricultural gifts, etc., which has driven the development of the secondary and tertiary industries in Lujia Village. By accelerating the gathering of projects, funds and human resources, Lujia Village has promoted the adjustment of regional industrial structure and industrial upgrading, which has played an important supporting role in integrating lucid waters and lush mountains and realizing Jinshan Yinshan.

5. Conclusion and Prospects

5.1. Conclusion and Prospects

As a new development model, landscape complex is still in the exploration stage, whether it is the construction mode, planning and design, development concept and other aspects have strong research value. In the context of rural revitalization, landscape complex research has important theoretical significance and practical value. This paper takes the landscape complex as the research object, analyzes the current challenges and opportunities of rural development, discusses the construction and operation mode of the landscape complex, and summarizes the design strategy of the landscape complex by studying the case of "Pastoral Lujia" in Anji County, Zhejiang, which provides a theoretical research basis and specific case reference for the future development of rural

landscape complex. At the same time, it is hoped that this research can attract more scholars' attention to landscape complexes, and usher in new opportunities for the development of landscape complexes and the construction of rural areas.

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