

# Landscape Design Study of Ancient Stagecoach Road Cultural Bazaar in Qiangang Village, Conghua, China

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**Abstract:** Qiangang Village in Conghua, Guangzhou, which is rich in humanistic and historical values, as well as rural life style, has in recent years The proposed ancient stagecoach towns have always had an integral part in the development circle of the total construction of the multi-faceted cultural revitalization. However, the regulations in the village the problems of insufficient development experience and single style brought about by insufficient planning are also obvious. The problem of insufficient development experience and single style is also obvious, mainly through the unused land in rural areas. to carry out targeted design and renovation to improve the local living atmosphere through excavation, construction and maintenance of the existing local resources and landscape. The purpose is to increase the popularity of Qiangang's tourism and culture. At the same time, with the ancient stagecoach town through the design of the countryside market, to achieve the promotion of the countryside. the purpose of tourism and economic development, to promote the development of Qiangang Village corresponds to the planning of "cultural trails + ancient village culture style tour". Integration of development.

**Keywords:** Qiangang Village; Ancient Stagecoach Route; Landscape.

## 1. Introduction

Since General Secretary Xi Jinping put forward the policy of rural revitalization at the 19th National Congress, the process of "three rural work" has been the focus of rural development. Center of gravity. As for rural development, the transformation of rural landscapes is one of the ways to promote the economic development of rural tourism. In recent years, due to the gradual implementation of the rural revitalization strategy, the development of villages around the countryside is in full swing, and the ensuing economic. The economic benefits have also fed back into the development of the countryside itself. Especially after the opening of the epidemic, the willingness of people to travel to various places continues to be high. The rise, coupled with the impact of the epidemic on lives over the past three years, has led to a deeper understanding of healthy living, which can make people out When traveling, people will pay more attention to the ecological landscape, and the beautiful countryside is one of the many choices for people to target. One. In Qiangang, Conghua, Guangzhou, there are ancient architectural clusters handed down from the Ming Dynasty to the present day, as well as traditional ancient stagecoaches that run through several ancient villages. Road. In order to adapt to the needs of the ancient state politics, military, finance, etc., people in order to facilitate the transmission of letters, documents, materials, open up the It is an ancient stagecoach route. Counting from the Hue Ancient Stagecoach Road, which was built in the Song Dynasty, it has a history of 800 years and has become a transportation route with great historical significance. The main carrying area for the beginning of the ancient stagecoach route is the section of Taiping Ancient Town, but at present, only the ruins of the ancient route are scattered. Conghua District Government decided to plan Taiping Ancient Town as a characteristic town of the ancient stagecoach road. and and put it on the construction list the Relying on the Sufficient to the existing industry, cultural relics, cultural atmosphere, combined with this opportunity.

Conduct relevant planning for Qiangang, and promote the development of rural economy by setting up a cultural bazaar in the area to sell local unique agricultural products, which can both drive the development of the surrounding ancient villages. It will also enable local agricultural products to be sold out of the local area to other places, thus promoting the development and implementation of the rural revitalization strategy. This study It is through the discovery and excavation of the existing cultural resources of Qiangang Village, and its improvement and renewal by extracting the elements of Qiangang and the stagecoach road. In this way, the local tourism reputation will be enhanced. On the one hand, this will be conducive to creating a comfortable place for local villagers to live and work. Living environment, create employment opportunities and export local specialties such as "sticky rice cake" in lychee and longan through cultural bazaars, Rice and so on to attract foreign tourists to come here to travel and spend money, and at the same time disseminate the local red culture and the ancient village culture, increase the popularity of Qiangang degree; on the other hand, by studying the existing deficiencies, discovering the problems and contradictions, and combining the learning of related landscape theories study and case analysis, to put forward reasonable rectification suggestions for the development of Qiangang Village, so as to provide an idea as a village development of the Senate Kauai to protect the overall landscape of the rural space.

## 2. Location Analysis

Suitable for rural tourism, and Recreation leisure and recuperation The Green Colorful Travel Green Travel Cultural Conghua District, where industries such as green mobility, cultural and creative The It is the "backyard" of Guangzhou. the "back garden" of Guangzhou. With a natural geographical advantage. In addition the Taiping Ancient Town is within the planning scope of the ancient stagecoach road town. Ping Ancient Town is within the planning area of the ancient stagecoach road town. The It has a long history It

has a long history The town has a long history. There are a lot of There are many cultural monuments. This place has a very deep cultural foundation, as it has preserved the ancient town complex, as well as folklore and cultural festivals, and so on. Qiangang, Taiping Town Ancient paths are part of the ancient folk paths that It is also It is an important part of the main cultural line of the ancient stagecoach route in the Chemical District. It is an important part of the cultural line of the ancient stagecoach route. It is Qiangang, Taiping Town Components of an ancient road The trail is a part of the Ancient Trail. This field survey visit, found in the Qiangang ancient village, three pits, Shangyi three total length 700 The remains of the ancient road of more than one meter. Among them, the ancient village section of Qiangang is better preserved, while other sections are locally broken and deserted.

### **3. Transportation Analysis**

Qiangang Ancient Road in Qiangang Area of Taiping Township (Demonstration Section) The geographical position is superior and the transportation is very convenient. It is 6 kilometers away from Taiping Town and 12 kilometers away from Conghua District. With this distance 25 kilometers Baiyun International Airport, which is only center is only 40 kilometers away.

### **4. Introduction to Humanities**

Qiangang Ancient Village was built in the Song Dynasty, and many of the ancient buildings in the village were constructed in the Ming Dynasty, which is about 800 years ago. 800 years of history. It has a history of more than 800 years.

The village was built more than two hundred years earlier than the county town of Hua, so there is "no first from Hua Fu Gang" said. Qiangang ancient village through the Song, Yuan, Ming and Qing Dynasties, Republic of China and other dynasties, so far there have been 800 It has a history of more than 800 years since the village was built, with a long and calm ancient charm, and a simple and unchanged ancient style. Qian The inhabitants of the village of Ganggu are mostly surnamed Lu Luk It is the most widely The most widespread The most widespread A few are surnamed Shen. A few people are surnamed Shen The Residence According to the evidence, the Qiangang Lu Clan is the famous minister Lu Xiufu of the Southern Song Dynasty. the descendants of . The most widely distributed family name is that of the Qiangang Lu family, which is descended from the Qiangang Lu family Descendants of the Qiangang Lu Family Name Distribution with Wen Tianxiang , and Zhang Shijie and known as the "three masters at the end of the Song Dynasty" Lu Xiufu is a member of the He was a member of the Southern Song Dynasty's anti He was one of the most famous ministers of the Yuan Dynasty, and was successively called the "Three Heroes of the End of Song Dynasty".

Qiangang Village has four gatehouses, nine academies, three ancestral halls, and four more halls, and is also surrounded by a river called the "Village Protector River", which is the largest river in China. The street is wide and deep, but also winding, with houses and temples, sheds and pools. This street is wide and deep, but also winding, houses and temples, sheds and pools are all there, is the Guangfu people's .It is a typical example of a relatively well-preserved residence.

## **5. Presentation of the Current Status of the Site**

### **5.1. Introduction to Plants**

Qiangang Village is rich in lychee, and the site is rich in lychee trees with good growth. The glutinous rice cake it produces is renowned in China and abroad, and is exported to Singapore, Hong Kong and other regions, since ancient times, has a high degree of visibility and reputation. However, the negligence of matching landscape, the landscape effect is not good. In addition, the site is adjacent to the road, and the street tree cottonwood and some shrubs can not be well articulated and echoed, the actual effect of the landscape is more Raw.

### **5.2. Existing Problems**

On the one hand, the inconvenience of transportation leads to the fact that most of the people who come here are tour groups, and tour buses often park several of them in the square. Moreover, the square outside the Visitor Center serves both as a public space for the villagers and as a marketplace, and the narrowness of the site has resulted in vendors' stalls often occupying the square. On the other hand, the villagers' public recreational space has been squeezed into a smaller size, making the leisure space that villagers should have in their lives has become non-existent, and to a certain extent it is a great waste of public resources. At the same time, the imperfect development of the ancient villages in the Gang will also lead tourists to the nearby ancient villages and specialty towns to develop more inclined and develop more complete, in the long run, it is unfavorable to the development of cultural and tourism industry in Qiangang, therefore, the development of cultural and tourism industry in Qiangang will be faced with

## **6. Design Conceptualization**

### **6.1. Design Objectives**

To address the current needs of the ancient village villagers and tourists. In combination with the existing basis of the site, improve the function of the site, increase the site

The facilities on the ground are rationally laid out in conjunction with the surrounding environment and the ancient village buildings. Combining the culture of Qiangang village with the activities of the ancient village, the cultural market will be. the set has become a new business card for leisure, entertainment, socializing and cultural display.

### **6.2. Design Principles**

#### **6.2.1. Protecting Indigenous Ecological Cultures**

In the design process, as far as possible to retain the original humanistic features of the ancient villages and ancient architectural complexes, so as to repair the old as the old, ancient color and aroma. Ancient color at the same time, through the local traditional culture and the unique red culture for deep excavation, combined with the existing planning and development, to play the to create a three-functional feature with special culture, recreation and entertainment for the public, as well as for tourists to visit and spend money. Landscape Spatial Design.

#### **6.2.2. People-oriented**

The main body of public space users are people, generations of residents living in the village. Generations of residents have lived.

Their behavioral habits and concepts of life have shaped the culture and fireworks that characterize Qiangang Village today, and the children and grandchildren who live here. They were also deeply infected by the fireworks, and the two were dependent on each other and mutual help, which became a unique business card of Qiangang Village. The two people are dependent on each other, the same is true of public space, the atmosphere generated by the space will affect the people here, the venue's design.

The plan needs to cater not only to the tourists who come to the city, but also to the habits of the local residents.

## 7. Programming

### 7.1. Regional Planning

For the above study, I chose the whole area outside the east gate of the ancient village and Lingxiu Fang as the design scope, without remodeling the ancient village as much as possible.

New recreational gathering spaces were created within the village and redesigned for the visitor center plaza. The land on the east side was renovated to widen a new parking lot for self-drive and tour group vehicles, and underneath it was open to an entrance plaza to the ancient village, connected to it by a trestle bridge over the water. This square not only serves as a recreational space for villagers and tourists, but also as a place to relax. It is also a place of refuge for large-scale disasters such as earthquakes and fires. The plaza in the visitor center was transformed into a marketplace where villagers can trade daily needs, but also to sell local specialties of Qiangang to foreign tourists.

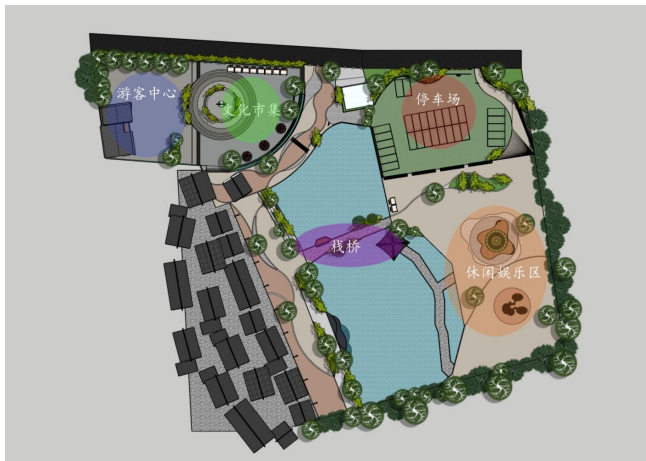


Fig 1. Functional zoning (source: author's own drawing)

## 7.2. Node Design

### 7.2.1. Visitor Centers

Visitor center as a scenic comprehensive service body, is one of the facade of the scenic area, is the center of the whole area, in the style of not Only need to fit the environment and the overall style theme, but also need to have a very high degree of recognition, if one of the two is lost, it will give The visitor's experience is a huge inconvenience and loss, and the building body, which is modern in style but with Lingnan cultural colors, will serve as the venue for the.

It is one of the visual centerpieces of the site. It echoes with its neighboring rest areas, providing a resting place for visitors, and at the entrance of the site, with its Relatively speaking, the design of stall culture and red culture adds to the elegance of the square and facilitates the use of tourists.

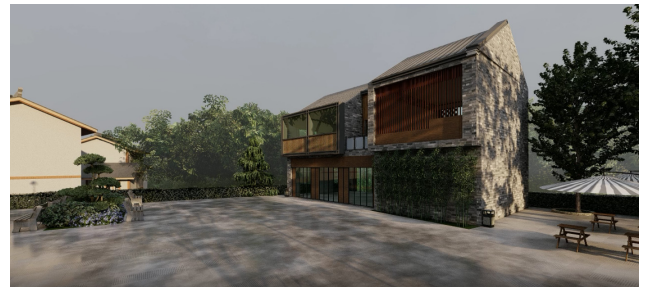


Fig 2. Rendering of Visitor Center (Source: Author's own drawing)

### 7.2.2. Entrance Plaza

As shown in the previous section, there is only one entrance to the site, the north east gate, which needs to carry both pedestrian and vehicular traffic at the same time. The high volume of traffic also requires diversion, which makes the planning of the entrance plaza very important. The entrance plaza is the front of the site. It is one of the venues carrying the cultural bazaar and visitor center, and also the node connecting the parking lot of Qiangang Village, designed to respect the Original site elements, keeping the elements in their original positions for design, and laying streamlined paving to decorate the forward trend guide visitors' access, and appropriately arrange the tree array on the waterfront side to share the carrying pressure of the sitting area of the pond trestle, together with the waterfront A forest of sheet rock wigwams creates a unique mood of riverside mountains and forests.



Fig 3. Rendering of the entrance (source: author's own drawing)

### 7.2.3. Trestle



Fig 4. Rendering of the trestle

There is a small bridge in the center of the site, which is small in size. The forest stands in the water and is complemented by the trees planted above it, forming the site's. It's a great place for shade. But therein lies the problem: the trees are so tall that they prevent visitors from peering in, and the crowds of people in the cooler obstruct the view. Both sides of the pond want to walk through the swimmers, while the bridge is narrower, crowded with a long stay will inevitably be a safety hazard, for this reason, need to be To

partially transfer the functions now carried by the small bridge to other areas, and to open up the bridge north-south line of sight through the bridge, has reached the traveler At the entrance of the square, you can get a glimpse of the pond, with the creation of low trees, quite a floating duckweed in the water, the oasis of the sea mood style Contained within it.

#### 7.2.4. Cultural Bazaars

As mentioned earlier, the introduction of the "stall economy" has brought a new employment possibility to many small and medium-sized self-employed persons, as well as a new way of life for them. Bringing the fireworks of the earth to the region where it is located. In recent years, due to the gradual implementation of the rural revitalization strategy, tourism in villages around the world Tourism development, township resource discovery momentum, and the economic benefits brought by rural tourism also feedback back to the rural development itself. Especially after the opening of the epidemic, people's willingness to travel to various places continued to rise, and during the May Day holiday this year, some tourist places The economic revenue brought by the area has reached a new high, and the crowded scenic spots fully demonstrated that people in the country are looking forward to the good after the opening of the epidemic Aspire. With the relaxation of the ground floor policy, the low-cost, high-return ground floor culture is gradually emerging. In order to match the overall design of the venue Oriented to the human environment of Qiangang Village, the shape of the stalls is inspired by the Lingnan characteristic "wok ear wall" shape, deformed and simplified. and use closer to the natural bamboo material for the skeleton, the overall shape is simple and dry, rich in the flavor of life.

## 8. Conclusion

This paper focuses on the visitor center and the entrance landscape of the ancient village, which belongs to the scope of public space in Qiangang Village, and discusses and researches the current existence of the deficiencies, and to the existing problems proposed rectification of a direction, which is the development of the cultural tourism industry in Qiangang has a certain degree of promotion Role. How to reintegrate rural resources for economic development is a job for the government to do well at the macro level. And to

firmly of carrying out rural revitalization is by no means completed by only one or two times of rural renovation, what is needed is for all parties to have an understanding of this kind of Planning and co-ordination along the ancient stagecoach towns. At the same time, the historical resources and traditional culture contained in these towns themselves are inherently worthy of We all parties to maintain, to renew, so as to bring to future generations, what we have done in this generation, what we have done in order to maintain and renew the What has been done to the original cultural heritage, and in all this planning and coordination, the comprehensive development of the countryside is certain and inevitable. A multi-pronged approach to rural revitalization will lead to a greater future.

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