

# *Research on Rural Tourism Planning and Design under the Background of Rural Revitalization -- A Case Study of Yongwang Village in Ningbo City*

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**Abstract:** The rural revitalization strategy is the core strategic deployment of China's current and future period of rural development, its core goals are to comprehensively promote the prosperous development of rural economy and society through a series of comprehensive policies and measures, significantly improve farmers' living standards, and finally realize the comprehensive revitalization of the countryside. This strategy is not only related to the transformation and upgrading of the rural economy, but also involves profound changes in social culture, ecological environment and other levels. Under the background of rural revitalization, rural tourism, as a new mode of rural economic development, plays a vital role. By integrating rural natural scenery, human history, folk culture and other resources, it can not only effectively promote the transformation and upgrading of rural economy, but also significantly improve the overall appearance of rural areas, provide more employment opportunities for farmers, and thus increase their economic income. At the same time, rural tourism is also an important way to promote cultural exchanges between urban and rural areas and enhance mutual understanding and respect between urban and rural residents. Taking Yongwang Village of Ningbo City as an example, this paper discusses the planning and design strategy of rural tourism under the background of rural revitalization. First, this paper systematically introduces the basic overview of Aeon Village, and on this basis, focuses on the background and significance of the planning and design of plum garden in Aeon Village. From the aspects of planning concept, spatial layout, product design, cultural excavation and inheritance, marketing and sustainable development strategy, this paper makes a comprehensive and in-depth discussion on the planning and design of rural tourism in Aeon Village. Through the research of this paper, the purpose is to provide useful reference and inspiration for the development of rural tourism in Aeon Village and even more similar rural areas, and promote these areas to take a more solid step on the road of rural revitalization.

## 1. Introduction

With the in-depth implementation of the rural revitalization strategy, rural tourism, as an important bridge connecting urban and rural areas and promoting the integrated development of urban and rural areas, has become an important way to promote the transformation and upgrading of rural economy, improve rural appearance, and promote farmers' employment and income<sup>[1-2]</sup>. Ningbo Yongwang Village, as a typical water village in the south of the Yangtze River, has rich natural resources and profound historical and cultural deposits, and has good conditions for developing rural tourism. This paper will take the planning and design of Aeon Village plum Garden as an example to deeply discuss the planning and design strategies of rural tourism under the background of rural revitalization, in order to provide useful references for the development of rural tourism in Aeon Village and even similar rural areas.

## 2. The basic situation of Aeon Village and the planning and design background of Plum Garden

### 2.1 Basic situation of Aeon Village

Yongwang Village is located in the east of Zhuangshi Street, Zhenhai District, Ningbo City, Zhejiang Province, its geographical position is advantageous, the west side is close to the east Ring Road, the east side is connected to the Ningbo Ring Road, the north is connected to the east Ring Road, and there is an interchange between the village and the Ring road, the traffic is very convenient. The water network in the village is dense, with the Guojiagang River as the main main stream, about 30 meters wide and 2,000 meters long, and its east-west tributaries about 10 meters wide. Together with the water surface of the pit and ditches, these water systems form the typical landform of the plain water network area. These water systems are not only used for agricultural irrigation, domestic washing and breeding, but also add to the landscape value of the village. In the middle of the village is the fragrant plum Garden, covering an area of about 2.8 hectares, with the theme of plum blossom, planting a variety of plum varieties, becoming an attractive viewing resort. The buildings in the village are mainly 1-2 floors, with a total construction area of about 93,000 square meters, covering the traditional buildings of the Republic of China, general residential buildings and modern buildings, of which the quality of the first type of style buildings is good, the facade of the second type of style buildings is slightly old, and the third type of style buildings are more dilapidated. Yongwang Village has a long history, since the end of the Ming Dynasty and the beginning of the Qing Dynasty, by the merger of three villages in 2001, there are 12 natural villages, the total population of more than 7,000 people, including 1363 registered population. The village is rich in historical and cultural resources, with the Ruan Clan Ancestral Hall and other district-level cultural preservation sites and a number of ungraded immovable cultural relics, while retaining a number of traditional dwellings.

### 2.2 Background of plum garden planning and design

Aeon Village has a large amount of Merlin resources. However, this precious natural resource has not been properly developed and utilized in the past years, and its potential value has been under-explored for a long time (Figure 1). In view of the current development trend of rural tourism and the urgent demand for high-quality tourism resources, in order to promote the quality improvement of rural tourism resources and promote the transformation and upgrading of rural tourism industry, it is planned to implement a comprehensive and detailed planning and design for the Meilin area of Aeon Village, and strive to build it into a unique rural tourism scenic spot with

the theme of plum blossom.



*Figure 1 Current situation of plum garden in Aeon Village*

The core goal of the planning and design of this plum garden is to dig deep and make full use of every detail and advantage of Merlin resources by adopting scientific and reasonable planning and layout and creative product design strategies, aiming to not only show the natural beauty of plum blossom, but also integrate rich cultural connotation and tourism experience elements. This move aims to fundamentally enhance the attractiveness and competitiveness of rural tourism, and provide tourists with a leisure resort that can enjoy both natural scenery and profound cultural heritage, so as to promote the vigorous development of rural tourism in Aeon Village.

### **3. Practice and strategy of rural tourism planning and design -- taking Aeon Village as an example**

#### **3.1 Planning Concept**

The core concept of the planning and design of Aeon Village Plum Garden is not only the shaping of the natural landscape, but also the embodiment of the deep excavation and inheritance of rural culture. Through the "plum blossom as a medium", the purpose is to transform the natural element of plum blossom into a bridge connecting urban and rural areas and inheriting culture, so that visitors can enjoy the beautiful scenery at the same time, in-depth understanding of the history and folk customs of Aeon Wang Village. "Culture as the soul" emphasizes the integration of local characteristics into the planning and design, such as traditional crafts, folk festivals, etc., to create a unique rural tourism brand. In terms of ecological protection, "ecology-based" means adhering to the concept of green development in the development process, protecting natural ecology, maintaining biodiversity, and ensuring the sustainable development of rural tourism<sup>[3]</sup>. "Tourism as an industry" aims to promote the diversified development of rural economy, improve villagers' living standards and realize rural revitalization through the development of rural tourism<sup>[4]</sup>.

### 3.2 Spatial Layout

According to the topography of Aeon Village, Merlin distribution and cultural characteristics and other factors, the spatial layout of the plum Garden planning and design is divided into a structure of "one core, two axes, three zones and multiple points". Among them, "One core" refers to the core scenic spot of Plum Garden, which is the main place for tourists to visit and experience, and will focus on displaying the plum blossom beauty and cultural characteristics of Aeon Village; "Two axes" refers to the landscape axis and the cultural axis running through the scenic area, which respectively assume the functions of landscape display and cultural inheritance; The "three areas" refers to the Meilin Viewing Area, cultural experience area and leisure and entertainment area, which meet the needs of different tourist groups, from sightseeing to learning to entertainment, and improve the satisfaction of tourists in an all-round way; "Multi-point" refers to the various scenic spots and activity nodes distributed in the scenic spot, such as plum blossom viewing points, cultural exhibition halls, folk performance venues, etc., which not only enrich the tourism content, but also enhance the sense of participation and experience of tourists.

### 3.3 Landscape node design

#### (1) Entrance design

The entrance design of fragrant snow plum Garden is shaped by hollow landscape wall. Based on the concept of "Agarwood plum view", the architectural silhouette of the countryside is refined, the rural house is simplified, and the artistic treatment is carried out. The distance is arranged high and low, scattered and balanced. The entrance design with rich levels and full of rhythm is refreshing. Evergreen broad-leaved trees and plum trees are used around the plant configuration, adding color to the landscape, echoing the logo of the plum garden, making visitors relaxed and happy, creating the initial impression of "Agarwood plum scenery".

#### (2) Cloud tower -- viewing platform design

"Plum wife crane son" Lin Bu a "thin shadow slanting water is clear and shallow, dark fragrance floating moon dusk" vividly expressed the endless artistic conception of plum. Standing in the cloud tower, looking out, plum blossom competing to open, layer upon layer, cloud steaming Xianyu, a fragrant sea. Walking in the snow in the middle of winter to enjoy the plum, there is a different artistic conception. The platform around the main display of plum pile scenery place. The plum blossom bonsai is a basin as "paper", with plum blossom, rock and other "painting", through artistic treatment and careful cultivation, concentrated typical reproduction of the beauty of the plum in nature. Chinese plum bonsai more popular, there are many schools of art, such as bumps plum, split plum, tailwind plum, screen plum, you long plum, rolling plum and so on. In this area, facilities such as landscape wall and landscape corridor can be combined with bonsai to form a unique landscape space in the park.

#### (3) Wen Mei Yue scene-tavern teahouse design

Tavern teahouse name "smell Meiyue scenery", the design concept is "plum" as the line, fully show the plum blossom color, fragrance, shape, rhyme. The quiet corridor connects the tavern and teahouse, like two sleeves, as if the axis is Qu, like the rhythm of plum blossom music, reflecting the overall rhythm of the plum garden (Figure 2). When tourists walk among them, they will rest their feet when they are tired, smell the plum wine, taste a mouthful of plum tea, take "people" as the point, and combine with the scenery in the plum garden. As well as the sense of penetration and artificial participation of the landscape.



Figure 2 Design of the teahouse corridor

#### (4) Aoxue Pavilion -- landscape pavilion design

In the design of landscape pavilion node, the existing landscape resources are utilized, combined with the current landscape pavilion, the pavilion adds a stone table, a cup and a plate on the table, a plate of green plums, a bottle of boiled wine. The pavilion is mainly planted with fruit plums, and the surrounding environment is enclosed to create a quiet space. The pavilion is surrounded by wintersweet and early flowering plum varieties. In the middle of winter, the snow is fluttering, the cold plum is in full bloom, and the visitors enjoy the plum in the snow, forming a beautiful picture.

With the theme of "Three friends of the cold Year", the three plants show the evergreen pine, the green bamboo of the gentleman's way, and the cold plum of the ice clean and proud. In the design, combining the existing landscape resources, the boutique plum blossom pile landscape is set up, which is paired with the existing plants such as bamboo, black pine, large leaf privet, crabapple, plum blossom and so on. At the same time, the existing landscape elements such as porch frame and landscape pavilion are integrated to create a boutique node landscape.

#### (5) Landscape design next to water pavilion and river

It integrates Chinese traditional plum culture to create a quiet river landscape and display a variety of plum blossom charm. Along the two sides of the stream, the ground cover is dominated by grass flowers, and the upper part of the terrain is dominated by plum blossoms. Through the plum branches and the water body, the elegance of "plum alongside the water" is displayed, showing the picturesque landscape style. You can plant some lotus flowers on the river is a place to plant lotus mainly ornamental area, combined with landscape stone, plank road, plum blossom and other landscapes, with lotus Yingmei, with plum lining lotus, showing the unique landscape of "rhyme plum singing poet, breeze moving pond lotus".

### 3.4 Product Design

#### (1) Agarwood plum Brew - Mellow plum fragrance, lasting friendship

The restaurant in the Plum Garden will sell plum wine made from plum Blossom. These plum wine not only selects the most delicate and fragrant plum blossom in the plum garden as raw materials, but also follows the ancient brewing process. After time precipitation and natural fermentation, the final achievement of this drop of crystal clear and fragrant wine. In the restaurant, visitors can not only taste this natural beauty on site, but also choose to bring this unique plum

fragrance back home to share with family and friends.

In order to meet the needs of tourists to take away, specially designed a series of practical and beautiful agarwood plum wine bottles. These bottles are inspired by the natural scenery and deep cultural heritage of Plum Garden, using the combination of traditional and modern design techniques, which not only retains the classical elegant charm, but also integrates the simple fashion of modern design. The wine bottle is painted with a delicate plum blossom pattern, as well as the beautiful scenery of Aeon Village. The wine box is made of wood as the main material, and the embossed technology is used to integrate the hollow-out building at the entrance of Aeon Village. Every detail reveals the pursuit and respect for quality life. Whether it is to drink or as a gift to relatives and friends, Agarwood plum wine can become the best choice to convey friendship and share beauty.

(2) Cultural and creative products - blind box surprise, explore the infinite possibilities of plum Garden

Blind boxes, as a novel and attractive sales method, have become rapidly popular around the world in recent years. With its unique sense of mystery and fun of exploration, it has inspired the curiosity and purchase desire of countless young people<sup>[5]</sup>. Inspired by this, a series of blind box products around the plum Garden have been carefully planned, aiming to allow visitors to enjoy the fun of opening the blind box, but also to have a deeper understanding of the cultural connotation and unique charm of the plum Garden.

Each blind box contains a carefully selected selection of plum Garden cultural and creative products, which may be plum blossom themed handicrafts, bookmarks, postcards, perfume bottles, hairpins, or practical items such as T-shirts and canvas bags printed with Plum Garden scenery. These cultural and creative products not only have exquisite design and high quality, but also contain the collection and inheritance of the beautiful memory of the plum Garden. By opening the blind box, visitors can discover a different story of the plum garden in each surprise and feel the purity and beauty from nature.

(3) IP image design -- Plum Blossom Fairy, the smart symbol of Aeon Village

In the design of IP image, the plum blossom element of Aeon Village is cleverly combined with the gentle image of the ancient woman, creating a Q version of the plum fairy image with both classical charm and modern sense. The plum fairy dressed in pink gauze, wearing plum hair accessories, eyes revealed the infinite love and yearning for nature. She not only represents the purity and tenacity of plum blossom in Aeon Village, but also becomes a bridge connecting man and nature, tradition and modernity.

Around the IP image, the S-shaped line symbol is used to embody the aroma of plum blossoms. These lines are like light breezes, gently brushing the side of the plum blossom fairy, bringing up pieces of pink petals, creating a dreamy and mysterious atmosphere. At the same time, these lines also give the IP image a dynamic beauty, so that she can also show the vitality and agility of life in the static. The plum flower petals in the pink lines are faintly visible, but also for this image adds a bit of the unique warmth and tenderness of Aeon Village, so that people can feel the warmth and touch from the bottom of their hearts at a glance.

### 3.5 Special Design

(1) Overall plant configuration

In terms of the overall plant configuration, we follow the design concept of "Agarwood Meijing blending ancient and modern", and strive to show the ancient charm and modern style of plum garden through the clever collocation of plants. First of all, to plum blossom as the main tone, to retain and optimize the existing red plum, white plum, yellow plum, wintersweet four varieties,

while introducing more rare plum varieties, such as green sepalus, Gong plum, etc., in order to increase the ornamental and diversity of plum garden. In the layout, the use of cluster planting, isolated planting, planting and other methods to form a "step by step with scenery, everywhere with plum" landscape effect.

In addition, combining the water system, roads, buildings and other elements of the plum garden, reasonable collocation of evergreen broad-leaved trees, deciduous trees, shrubs, ground cover plants, etc., to form a multi-level plant landscape. For example, by the water system, planting weeping willows, peach trees, etc., to create a poetic atmosphere of "willow dark flowers bright and a village"; On both sides of the road, cherry blossoms, crape myrtle and other ornamental tree species are selected to form a gorgeous landscape corridor.

#### (2) Tour route organization

The organization of tour route is a key part of the planning and design of plum Garden. The original single, boring and chaotic tour route is broken, and the free curve design form is adopted to organically connect various landscape nodes of different sizes to form a smooth and varied tour path<sup>[6]</sup>.

In the setting of the tour route, fully consider the viewing needs and experience of tourists. First of all, ensure the accessibility and convenience of the route, so that tourists can easily reach every landscape node<sup>[7-8]</sup>. Secondly, through the twists and turns of the route and the diverse combination of the landscape, to stimulate the tourists' desire to explore and aesthetic taste. At the same time, facilities such as viewing platforms and rest seats are set up at key nodes to provide tourists with a comfortable viewing and rest environment.

## 4. Conclusion

Through in-depth analysis of the basic situation of Yongwang Village and the background and significance of the planning and design of Plum Garden, it shows the important role of rural tourism in promoting the transformation and upgrading of rural economy, improving rural landscape, and promoting farmers' employment and income. Through a comprehensive discussion on the planning and design of Aeon Village plum Garden, including planning concept, spatial layout, landscape node design, product design, special design and other aspects, this paper not only provides a concrete and feasible path for the development of rural tourism in Aeon Village, but also provides useful reference and inspiration for rural tourism planning in similar rural areas. Under the guidance of the rural revitalization strategy, through scientific and reasonable planning and layout and creative product design, we can deeply explore and make full use of rural natural resources and human history to create a rural tourist attraction with unique charm. This not only helps to enhance the attractiveness and competitiveness of rural tourism, but also provides tourists with rich and diverse tourism experiences and promotes cultural exchanges and integration between urban and rural areas. In the future, with the deepening of the rural revitalization strategy and the continuous development of the rural tourism market, Aeon Village and similar rural areas should continue to strengthen the innovation and practice of rural tourism planning and design, pay attention to ecological protection and cultural inheritance, and promote the transformation and upgrading of the rural tourism industry and sustainable development. At the same time, marketing and brand building should be strengthened to enhance the visibility and reputation of rural tourism, attract more tourists to experience the beauty of the countryside, and make greater contributions to the prosperity and development of rural economy and the improvement of farmers' living standards.

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