

## A Study on the Rural Planning Compilation of Jiahe Village in Binzhou City Basing on the Perspective of "Tourism +"

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### 0 Introduction

With the advancement of China's new urbanization and the construction of beautiful villages, the vast rural areas has undergone enormous changes. The improvement of the hardware environment greatly improves the accessibility and reception ability of the village, thus stimulating the development of tourism villages with good natural scenery and rich cultural background. The development and construction of tourism villages ushers in the active period. For the development of rural tourism it has been put forward new requirements for the planning of tourism villages like how to develop the tourism industry: to meet the needs of tourists, protect village characteristics effectively, excavate village ecological and cultural values so as to achieve rural areas Sustainable development<sup>[1]</sup>.

However, many problems appeared in the actual development of the tourism village, to a certain extent, restricts the development of the village, such as the inconsistency between the village positioning and development of the actual situation, the similarity between the village tourism project design, the single travel routes and the village space layout chaos<sup>[2]</sup>. How to plan the tourism image of the village, the layout of the tourism space, the planning of the tourism project design, and actively develop the tourism products to be

suitable for the local characteristics, and enhance the core attraction of the village tourism are worthy of our attention<sup>[3]</sup>. Therefore, taking the village planning of Binhe Village in Binzhou as an example, this paper explores the village planning under the background of "tourism +" with a aim of developing village tourism, so as to provide reference for the tourism village planning in other areas.

### 1 Background of Research

#### 1.1 Connotation of Rural "Tourism +"

China's rural areas are composed of three parts: natural ecology, economic production and living life. They are dependent on each other and are the most basic administrative units of Chinese society and the effective carrier of Chinese children's nostalgia. With the development of global tourism and rural tourism, many of the distinctive villages are becoming a hotspot in the modern tourism market as they have rich rural nature, ancient culture and the historical relics of the vicissitudes of history, also nature, feelings of local affection. However, the whole China's rural tourism is in its infancy and rural tourism only focuses on pursuing immediate interests, blindly meeting the market demand which have wantonly destroyed the original landscape of the village and lead to the destruction of traditional local context and rural memory.

**Abstract:** With the development of China's global tourism slogan, rural tourism begins to enter a golden development period which aims at maintaining a healthy, sustained and rapid development trend. In view of the rapid development of rural tourism status, how to deal with village planning are becoming the focus of attention. Based on this, this paper studies the planning practice of Jiahe Village in Binzhou City, and explores the systematic method of creating and developing rural tourism under the background of "tourism +" and is with a view to providing reference for similar planning in other areas.

**Key words:** Rural tourism; Development strategy; Village planning; Jiahe village

**Published online:** 30<sup>th</sup> Nov., 2017

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**Fund:** Binzhou Social Science Planning Key Research Project (17-SKGH-14); Binzhou Soft Science project (2016BRK07)

In this context, the emphasis on rural "tourism +" is the combination of beautiful rural construction and rural tourism development which focuses on the quality of scenic spots in building a beautiful rural areas, so as to enhance the development of rural areas Tourism, alleviate poverty, promote rural economic development, and ultimately to achieve rural scenic spots and attractions and harmonious development of rural

and scenic areas<sup>[4]</sup>.

### 1.2 Model of Rural "Tourism +"

Traditional beautiful rural construction focuses on coordinating the development of production, life and ecology, and satisfying the growing material and cultural needs of the villagers<sup>[5]</sup>. And through the development of rural tourism, it is mainly to unify social, economic, cultural and

environmental functions and solve the sustainable development problems of the village fundamentally. "Tourism +" combines the beautiful rural construction and rural tourism development through the internal system of cooperation to achieve the coordinated development of rural production, life, ecology The core of it is to build a community with spatial reciprocity, resource sharing, mutual supplementation and benefit<sup>[6]</sup> (Figure 1).

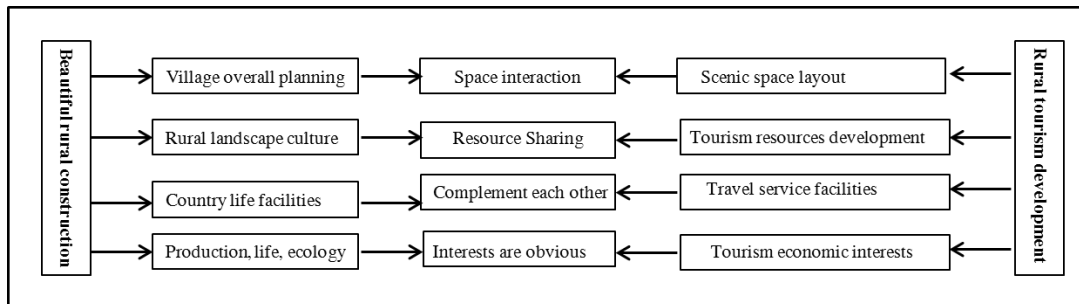


Figure 1 "Tourism +" Background of the Integration of King Village Development Diagram

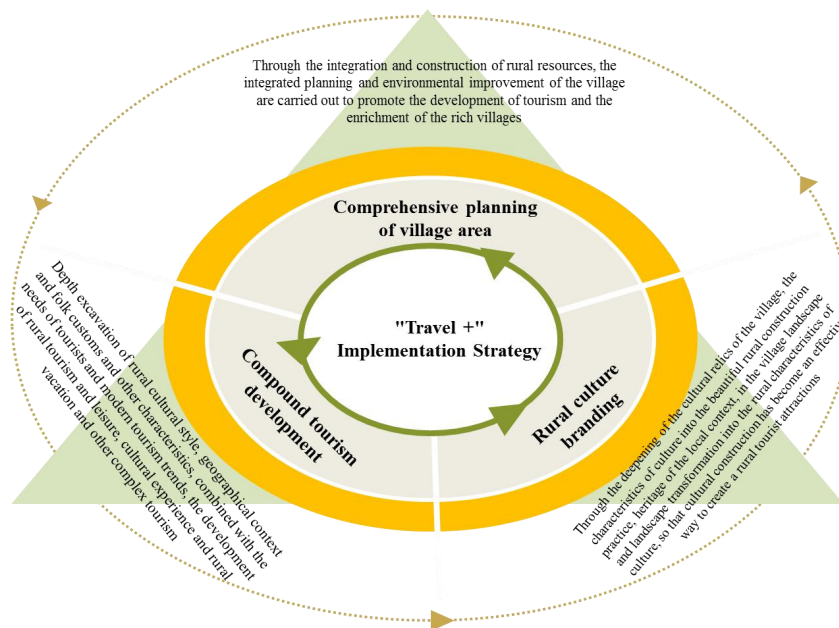


Figure 2 "Tourism +" Background of Rural Tourism Development Strategy

### 1.3 Strategy of Rural "Tourism +" Implementation

The development of rural tourism is a comprehensive product covering a wide range of fields such as social economy, environmental protection

and cultural heritage<sup>[6]</sup>. It not only emphasizes the tourism industry to promote the economic development of the village, but also pays more attention to the protection and inheritance of the traditional culture of the village and the use of landscape space. "Tourism +" under the background of beautiful villages

construction aims to strengthen the overall environment remediation, develop complex rural tourism resources and inherit and excavate traditional rural culture so as to strengthen the healthy development of rural tourism and integration of the development goals (Figure 2).

## 1.4 Development Path of Rural "Tourism +"

In the traditional rural planning process, the local residents only consider their interests to satisfy the needs of production and living.[8] The public facilities layout of village, industrial development pattern and spatial structure is only based on the actual needs of local residents. Basing on the "tourism +" under the background of rural planning, it should be fully coordinated with the actual needs of both local residents and tourists and combine the beautiful rural construction and rural tourism development to meet the needs of rural modernization.. This is to achieve the transformation of traditional rural landscape and complete the development of rural tourism products; to achieve the equalization of rural life public service facilities layout and meet the tourists' experience of balancing tourism service facilities. The specific development paths are as follows: First, to harmonize the overall positioning of the rural areas and rural tourism image; Second, to coincide the rural space layout planning and rural tourism key construction projects with the reasonable delineation of the rural Sansei space; Third, to combine the rural industrial planning and rural tourism, the traditional agricultural production to the tourism picking, farming experience and other new six

industry closer, and actively promote the development of industrial integration, the rural tourism industry, the rural tourism industry; Fourth, to share the public service facilities basing on the tourist needs of tourism.

## 2 Practice: Binzhou Huimin County Jiahe River Village Beautiful Rural Planning and Design Case

### 2.1 Analysis on the Present Situation of Tourism in Jiahe

Folder village belongs to Xindian town of Huimin County which locates in the southwest corner of the county, edges in the junctions of Xin Dian town, Zi Jiao town, Jiang Lou town. It is in south of Tuhai River, west of happiness river, east of four channel and less than an hour's drive from the downtown area of Huixian county. The traffic is relatively convenient and the location advantage is relatively obvious .

Jiahe Village is about 275 acres of construction area and has been basically completed beautiful rural construction . Its main road has been harden and the drainage system has been put into use. The main road draws a few pieces of paintings on both sides of the wall as the theme. Leek, peanuts, watermelon, onions and other agricultural products, with their good quality, have a better

market demand<sup>[9]</sup>. At present, because of the lack of tourism services awareness and the less systematic propaganda as well as the imperfection of tourism infrastructure, tourism is not prominent.

### 2.2 "Tourism +" under the Background of Rural Planning and Design Practice

In the depth of the experience of red culture, farming culture, ecological sightseeing, organic agricultural products picking are the main features. It aims to create a whole red education, leisure travel, special dining, fishing, etc. and to provide a new concept of red culture, organic agriculture, ecological agriculture and other factors and make it a red cultural tourism and leisure base<sup>[10]</sup>. According to the present situation of the region and the characteristics of tourism resources, making analysis on the image positioning of Jiahe Village tourism development . Find the heroic footprints.

In order to meet the goal of the development of rural tourism in Jiahe Village, the rural planning of Jiahe Village will be combined with the special planning of village tourism. The special planning of village tourism is the focus of planning, including tourism development and strategy, tourism Product planning, tourism planning and tourism services planning.

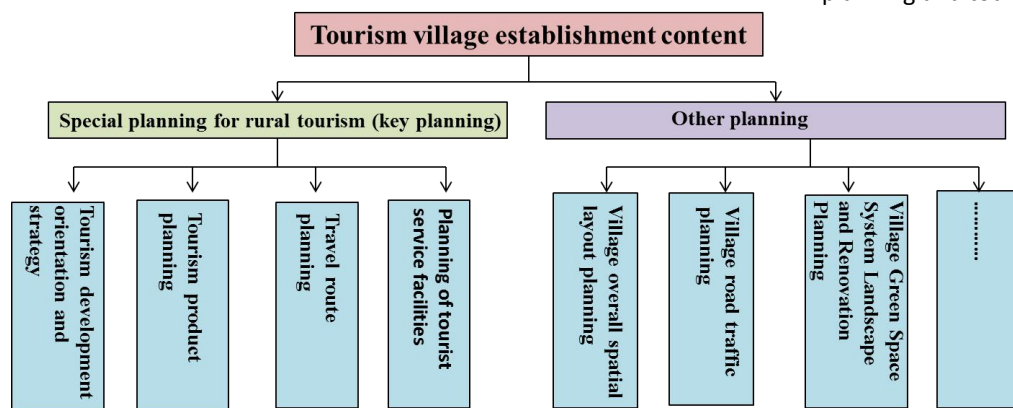


Figure 3 The Overall Framework Diagram of Jiahe Village Tourism Planning

#### 2.2.1 Make full Use of Location Advantages, Mining Characteristics of Tourism Resources

With a unique natural waters landscape,Jiahe Village is located between the Tuhai River and the northern branch of the five ditch. With the development of global tourism,

the arrival of the mass tourism era provides a huge source market for Jiahe village.

Based on the deep excavation of the red culture of Jiahe Village, the renovation of the existing residential buildings, the development of ecological leisure and red cultural

experience tourism products and the optimization of agricultural landscape structure, combined with the development of tourism resources in the southern part of the village, it is gathered in red cultural experience, riverside leisure and modern agriculture, such as picking multi-functional in one of the livable,

suitable for the industry and should swim the complex tourism village.

According to the overall function of positioning, following the principles of phased development and rolling development, planning the recent rely mainly on the existing natural landscape, farmland and Tuhai River waters are based on the folder river fighting relics. Promoting red cultural resources, they build red folder river and beautiful village. In the middle and long period, the red cultural connotation of Jiahe Village was

excavated through deep excavation, and the forest resources and the resources of Tuhai River were integrated. The folder was built into the red culture and the ecological leisure tourism destination. Jiahe Village has many good natural tourism resources. It can rely on the development of riverside tourism, fishing, rafting of Tuhai River. Through the provision of cabins, wood plank road, plum pile, forest barbecue and other facilities, it can make use of the large forest to develop leisure travel and let people taste the nature of the original ecological atmosphere.

## 2.2.2 Focus on Scenic and Village Integration

Following the core concept of people-oriented, with the wishes of residents, Jiahe Village can format six plates, including folder fighting memorial hall, folk customs exhibition area, national anti-war exercise area, forest recreation area, Tuhai River recreation area, pollution-free agricultural production area so as to promote the integration development of Jingcun (Figure 4).

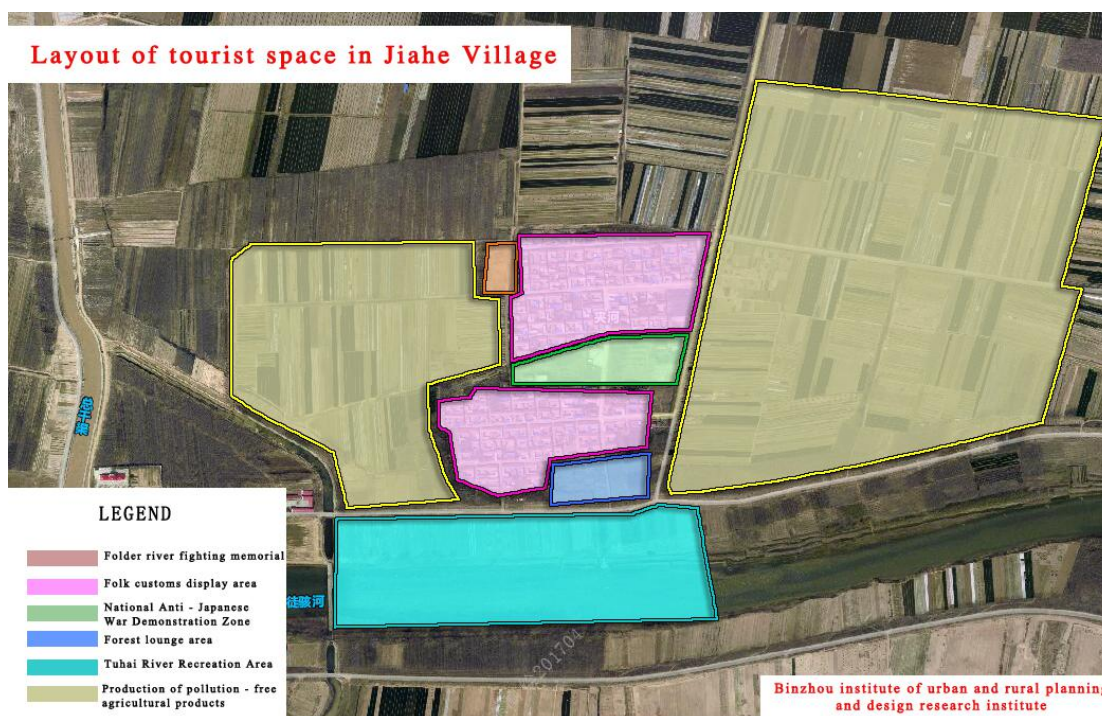


Figure 4 The Village Tourism Space Layout Structure of Jiahe

(1) Folder river fighting memorial hall area. We plan to build folder river memorial hall, and monument (or use remnant house to remodel) in the northwest side of the village, and to raise folder river battle memorial hall to highlight the core plate of red river culture characteristic, and let visitor experience the history and culture of the village, thus to provide places for future generations to understand the history and remember martyrs..

(2) Folk customs display area. Relying on the existing idle housing of Jiahe Village, the plan includes the integration of land resources, and the creation of a unique rural life atmosphere of folk customs

experience area in the folk customs display plate to create a folder of rural leisure landscape atmosphere to meet the needs of tourists farming experience.

(3) Universal anti-war exercise area. According to the historical data of the fighting river records, the battlefield has been part of the protective recovery. Through the scenery construction, the time can be maximized to restore the galleries fighting intense scenes, thus to give tourists visual and sensory impact. Visitors play the Eighth Route Army to participate in the fight against the Japanese invaders, so that visitors experience the depth of the fighting at the time of the river; the final conduct

of the anti-Japanese coalition angel parade interaction, along the village parade, followed by guerrillas and the Eighth Route Army team, angrily singing anti-Japanese songs, to interact with visitors.

(4) Forest recreation area. We plan the development of forest leisure tour and taste by large-scale village, forest hammock, wooden plank road, plum blossom pile and other facilities through the reconstruction of the function and reconstruction of forest and environment in the present village. (5) Tuhai River recreation area. Relying on the riverside tourism to develop the south of the Tuhai River, the plan promotes fishing and rafting of Tuhai River, and increases the folder River

village tourism participation to attract tourists.

(6) Pollution-free agricultural production areas. As the starting point, the plan improves the village of pollution-free vegetables. Through the development of pollution-free vegetables and fruit picking, the plan increases farmers' income, expands sales of agricultural products.

### 2.2.3 Focus on Industrial Integration and Innovative Tourism Products

As China's most basic element of the administrative unit, rural has a relatively original ecological geographical space, it is completely different from the form of socio-economic organizations. As the most basic of the primary industry, agriculture is the fundamental

rural development, but also the basis of rural tourism support. Relying on its local rich agricultural resources, the plan of Jiahe Village actively builds tourism products and form a new agricultural management system, thus to vigorously develop the sixth industry and promote agriculture and tourism industry development.

**Table 1 Village Tourism Product Construction of Jiahe**

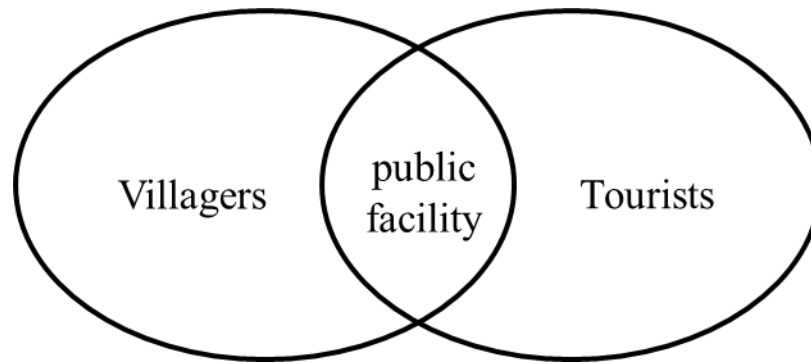
Product Type	Development Strategy	Development Focus
Cultural experience tourism products	Fully excavated folder river village red cultural resources, vigorously develop the folder river culture experience tourism, focus on creating "Yi Zhengrong years. Looking for" heroic footprint" tourism brand.	Folder river fighting memorial hall, monument, national anti-war depth experience
Forest leisure travel products	Using the existing forest resources in Jihe village to develop the forest leisure and exploit the rural tourism development channel.	Forest home hostel, forest outdoor barbecue restaurant, supporting cabin, forest hammock, wooden walkway, plum pile
Waterfront leisure travel products	The plan relies on the development of the river on the southern side of the village to develop the riverside tourism, which will increase the participation of the tourism in the village of Jihe and attract tourists.	When a fisherman experiences, ecological fishing, drifting
Eco-agricultural tourism products	Using the existing farmland resources and agricultural development foundation of Jihe village, the cultivation of pollution-free vegetables and the development of modern agricultural picking are further strengthened.	Pollution-free vegetable picking, pollution-free vegetable certification, pollution-free vegetable catering

### 2.2.4 Emphasizes the Sharing of Subject and Object, Improve the Service Package

Rural Planning of Jiahe Village is based on the idea of sharing public service facilities with the host and guest, aims

to improve the rural road, water supply and drainage facilities, environmental sanitation and toilet renovation under the premise of satisfying the development needs of local residents' production and life. At the same time, the construction of tourism facilities, residential

transformation, the characteristics of farm food and identification system are also planned<sup>[11]</sup>. The planning not only achieves the aspirations of pursuing a better life, but also improves the convenience of tourism, and promotes the sustainable development of Jiahe Village.



**Figure 5 Public Service Facilities Sharing**

### 3 Conclusion

As a red culture tourism village, Jiahe Village's planning bases on the respect for their own red cultural characteristics. Combined with local tourism resources, the village accurately locate the tourism development strategy under the guidance of tourism needs into the village planning and construction, and focus on tourism products, personalized design and reasonable combination. Greatly promote the Jiahe Village as a driving force for sustainable development of rural tourism, through the Jiahe Village rural tourism planning to explore other tourism villages to guide a sustainable new road of development.

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