

Cultural Landscape Reshaping Promotes the Development of Research and Tourism in Dong Villages: A Case Study of Gaoxiu Village in Guangxi

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Abstract

There is a certain contradiction between the current traditional culture of Dong traditional villages in Guangxi and the needs of modern tourism, and the cultural landscape of village tourism needs to be reshaped reasonably. The purpose of this study is to explore the design method of reshaping the tourism cultural landscape in Dong villages and the innovative creation of Dong culture research and tourism environment, and to promote Dong culture experiential research tourism in Gaoxiu Village, Guangxi. The research adopts literature analysis method, qualitative research method, mixed research method, statistical analysis and descriptive analysis method, and takes "Gaoxiu Village" in Guangxi as the research object to carry out research combining theory and practice. This study reveals: 1) The cultural landscape of Dong traditional villages is an important resource and foundation for the development of tourism, which can bring new opportunities and development prospects for tourism development through remodeling and innovation; 2) The tourism culture of Gaoxiu Village in Guangxi Landscape construction has achieved certain results, but it still needs to be further deepened and improved. This

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study found that by reshaping the cultural landscape of the village, improving the living environment of residents, improving the taste of rural cultural tourism and improving the satisfaction of tourists, etc., we can build the national characteristic rural tourism brand of Dong traditional villages in Guangxi, and promote high-quality villages in Gaoxiu Village, Guangxi Dong culture experiential study tour.

Keywords: reshaping of cultural landscape, research tourism, dong village, gaoxiu village in guaggxi

Introduction

Gaoxiu Village in Guangxi is located in the center of the "Hundred Li Dong Culture Corridor in Hunan, Guangxi". In 2014, it was included in the list of "Chinese Minority Characteristic Villages", in 2016 it was included in the list of "Chinese Traditional Villages", and in 2018 it was included in the list of Chinese traditional villages within the scope of central financial support. ". The total area of Gaoxiu Village: 0.73km², the area of farmland: 0.47km², there are 411 households in the village, divided into 7 groups, with a total of 1636 people. Gaoxiu Village has the original ecological Dong traditional culture, including excellent song and dance culture, food culture, rice culture and sacrificial culture. Gaoxiu Village is a pastoral flat-dam village with a neat layout and strong plasticity. At present, the overall environment of the village is relatively poor, the urbanization function of the village is declining, the infrastructure is insufficient, the structure and function of the residents are aging, and the historical and cultural landscape is seriously damaged. Gaoxiu Village already has some foundations for rural tourism development, but there are still problems in tourism development such as obvious tourism seasonality, few experience activities, and poor infrastructure.

With the rapid development of tourism and the improvement of people's living standards, the cultural landscape of village tourism has become one of the important factors to attract tourists. In the process of tourism development, the village landscape of Gaoxiu Village has also been damaged to a certain extent. In order to protect the traditional culture of the Dong people and the

beautiful village landscape, and at the same time meet the needs of tourists, new demands and challenges have been put forward for the reconstruction and innovation of the tourism cultural landscape. Aiming at the problems faced by the cultural landscape of Dong traditional villages in Guangxi, this paper takes Gaoxiu Village of Guangxi as an example of a practical case study, starts from the perspective of Dong culture, and based on Dong villages, reconstructs the tourism cultural landscape by improving the village environment, repairing residential buildings, reshaping traditional cultural attractions, and improving tourism services. . Taking Gaoxiu Village in Guangxi as an example, this study puts forward feasible countermeasures and suggestions for reshaping the tourism cultural landscape, providing theoretical and practical guidance for the protection and development of the local cultural landscape of Dong traditional villages in Guangxi, and promoting the sustainable development of its tourism cultural industry.

Research Objectives

Explore the design methods of Dong villages to reshape the path of tourism cultural landscape reshaping and Dong culture research and tourism environment innovation, and promote Dong culture experiential research tourism in Gaoxiu Village.

Literature Review

1. Research on Reshaping the Cultural Landscape of Traditional Villages

The reconstruction of traditional village cultural landscape is the recombination and regeneration of intangible cultural heritage genes, which aims to enhance the cultural connotation of tourism, enhance the attractiveness of tourism and promote the sustainable development of tourism. Chinese scholars have carried out research on the reshaping of traditional village landscapes. Lin Ruqi (2012) believed that the reshaping of cultural landscapes should respect rural topography, landforms, and human history; Wang Ruixia (2019) believed that the core goal of cultural revitalization is the

reshaping of the cultural and ecological values of traditional Chinese villages; Li Yongshuai (2020) conducted research on the design of traditional village landscape reshaping based on the concept of local identity. Western scholars adopt multi-dimensional perspectives and interdisciplinary methods to carry out in-depth research on traditional settlements involving multiple fields of human society. The book "Culture and Architectural Form" published by American scholar Rapoport elaborates on traditional settlement forms. Kevin Lynch's "Urban Intention" expands the research horizon of traditional settlements. He puts forward the concept of people-oriented and innovates the design of landscape space (Porter, 2020).

2. Cultural landscape planning and design and study tourism research

Rural cultural landscape planning and design and research tourism mainly focus on the distribution of rural elements and folk culture elements, focusing on increasing the development of knowledge expansion and practical experience activities. In 2018, the General Office of the State Council of China issued the "Rural Revitalization Strategic Plan (2018-2022)", which proposed to optimize the layout of rural development starting from the "three-life landscape" (Liu Zhuxiang, 2020), and proposed a coordinated optimization strategy for the "three-life landscape" function of traditional villages from three aspects: livable life, efficient production, and ecological conservation. Chinese scholar Chen Dongjun (2020) proposed that research tourism is an organized, planned and purposeful off-campus visit and experience practice activity that students collectively participate.

3. Research on the relationship between cultural landscape reshaping and research tourism

The relationship between cultural landscape remodeling and research tourism is two-way. Cultural landscape remodeling can provide strong support

for the development of research tourism, and the development of research tourism can also promote the inheritance and development of Dong culture. The relationship between cultural landscape reshaping and research tourism is a progressive relationship. China is implementing the strategy of rural revitalization, and the reshaping of rural folk cultural landscape is an important measure (Peng, 2018); in order to promote the construction of a national tourism and leisure system with Chinese characteristics, In 2013, the General Office of the State Council issued the "National Tourism and Leisure Outline (2013-2020)", proposing that "the connotation of research tourism and educational tourism is relatively consistent, and it is a travel activity for the purpose of seeking knowledge" (Zeng, 2021)

Research methodology

This study adopts qualitative research method, mixed research method, statistical analysis and descriptive analysis method to carry out research combining theory and practice. In the early stage of the research, the qualitative research method was adopted, and the comprehensive research content was summarized into opinions through field investigation, interview and participatory observation and other research methods, which were applied to the research of the theoretical part. This study generally collects data through questionnaires and expert interviews, and takes the questionnaire data of three target groups as samples. The target group is divided into 3 groups, and the estimated target audience is 410 people. The first group is mainly local tourists, the second group is mainly students of primary and secondary schools who are the research participants, and the third group is mainly local inheritors and relevant design experts.

1. Research Conceptual Framework

This study is based on the traditional villages of the Dong people in Guangxi, and is generally carried out in accordance with the basic idea of

"proposing questions, investigating the current situation, analyzing problems, exploring the methods and paths of cultural landscape reconstruction". Based on the research and demonstration of the planning and design practice of Dong culture research in Gaoxiu Village, explore the path and method of reshaping the cultural landscape of Dong traditional villages in Guangxi (as shown in Figure 1).

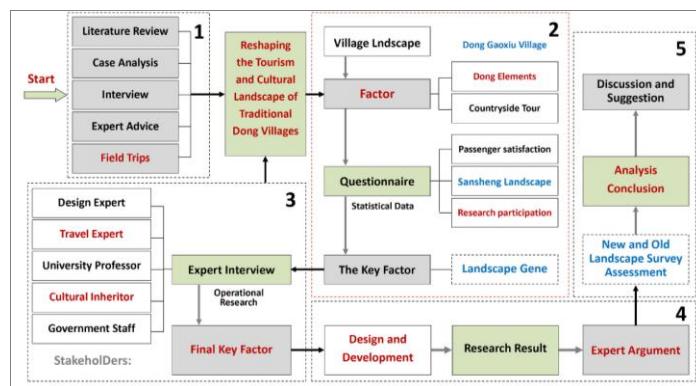


Figure 1 Research conceptual framework

Source: Cheng Wang, 2021

2. Research Theoretical Basis

Through data collection, the researcher analyzes and researches the data of the field survey and the relevant data of the questionnaire, uses the theory of cultural symbols, the theory of landscape genes and the theory of ecological culture to verify the authenticity and rationality of the research conclusions. In the middle of the study, a mixed research method was adopted and applied to the research of the design and development part. Using the optimized design concept of "three-life landscape" and AVC three-force theory, the design demonstration of the planning and design practice project of "Gaoxiu Village" was carried out. According to the theories related to cultural landscape and concepts related to cultural landscape, the following theoretical basis for the research on cultural landscape reshaping is formed (as shown in Figure 2).

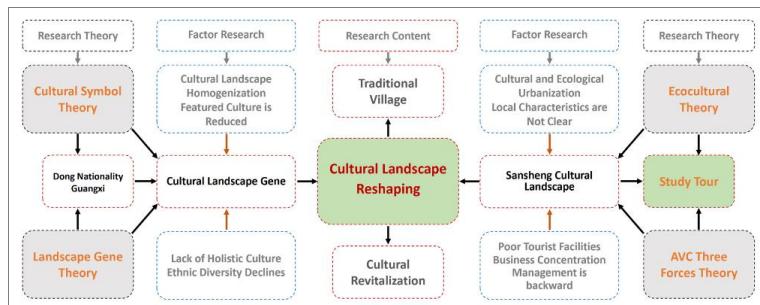


Figure 2 Theoretical Basis for Cultural Landscape Reshaping Research

Source: Cheng Wang, 2021

Results

This study puts forward a series of suggestions and measures, to reshape the tourism cultural landscape of Gaoxiu Village. Several forms of cultural landscape remodeling were tried in the study, such as adding cultural elements to the layout of traditional villages, cultural promotion through research and tourism activities, and so on. After practice verification, these practices have achieved certain results and provided a certain reference for the reconstruction of tourism cultural landscapes in other traditional villages. Fellows will review the literature, elucidate key elements influencing design, and revise and define design strategies. the researchers put forward the research results as follows:

1. Research tourism development and planning design strategy

The survey results show that village tourism in Guanggaoxiu Village has been preliminarily established, with adequate infrastructure and tourism reception capacity. Tourists can come into contact with the rich Dong culture in the village, participate in various cultural activities, and have the opportunity to experience traditional handicrafts. Most tourists feel good about the experience of the Dong culture research tourism mode, and some tourists think that the tourism mode can be improved, such as increasing the interactive links of tourists and strengthening the opportunities for tourists to communicate with local people. In terms of tourist satisfaction, tourists have a high degree of satisfaction with Gaoxiu village research and study tourism, and tourist

participants believe that this tourism model can increase tourists' interest and participation in research and study.

2. Innovative development model of "intangible cultural heritage + tourism" in Dong villages

Based on the "three living landscapes" of traditional villages of the Dong nationality, an innovative development model of "intangible cultural heritage + tourism" has been explored; the intangible cultural heritage of the Dong nationality has been integrated into the development process of "intangible cultural heritage + tourism" in the village, and the intangible cultural heritage of traditional villages of the Dong nationality has been deeply integrated with rural cultural tourism. The innovative development model of "intangible cultural heritage + tourism" in Dong villages (as shown in Figure 3).

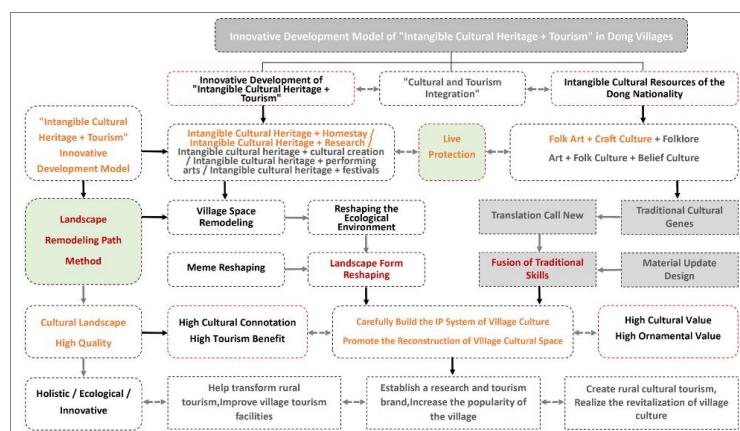


Figure 3 "Intangible Cultural Heritage + Tourism" Innovative Development Model

Source: Cheng Wang, 2021

3. The path of high-quality reconstruction of Dong village cultural landscape

Combining the implementation of the rural revitalization strategy in the new era and the needs of the revitalization of traditional village culture, this study proposes a reshaping path strategy of "village space reshaping, ecological

environment reshaping, cultural gene reshaping, and landscape shape reshaping" to explore the cultural landscape of Dong traditional villages in Guangxi Development and utilization, to create a high-quality reconstruction path of cultural landscape with high cultural connotation and high tourism benefits (as shown in Figure 4).

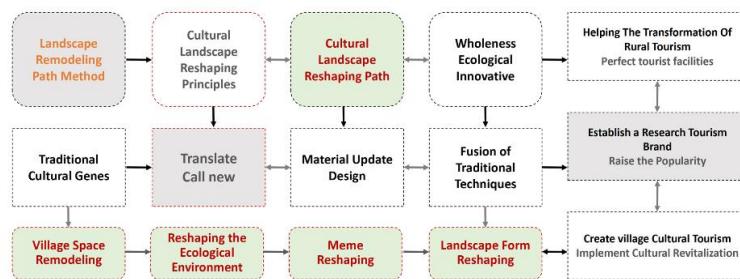


Figure 4 The path of high-quality reconstruction of cultural landscape

Source: Cheng Wang,2021

4. Design Practice of Cultural Landscape Remodeling in Gaoxiu Village Tourist Area

4.1 Spatial structure and zoning planning of tourism projects

The planned spatial layout of Gaoxiu Village Tourist Area is "1 central Area, 2 landscape lines, and 5 Partitions". The tourist area is divided into the core area of Gaoxiu Village, with an area of 0.22km². The tourist area is planned to be divided into 6 zones, including 1 central area: Area A. Folk culture experience center area; 5 Partitions: Area B. Entrance service area, Area C. Pastoral scenery tourist area, Area D. Mountain sightseeing and slow oxygen area. Area E. Farming culture experience area, Area F. Intangible cultural heritage handicraft experience area(as shown in Figure 5).

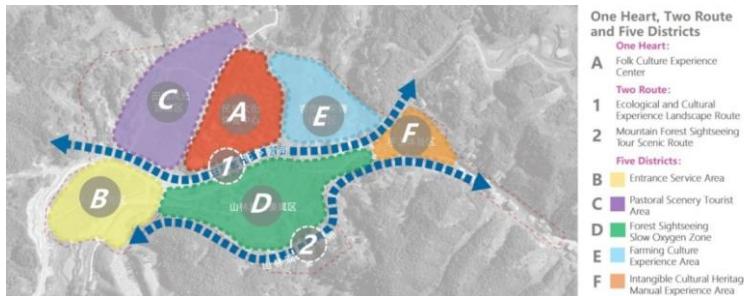


Figure 5 Space layout of project planning

Source: Cheng Wang, 2022

According to the tourism resources of Gaoxiu Village and the cultural characteristics of the Dong nationality, the content of the theme projects of each district is planned (as shown in Figure 6).

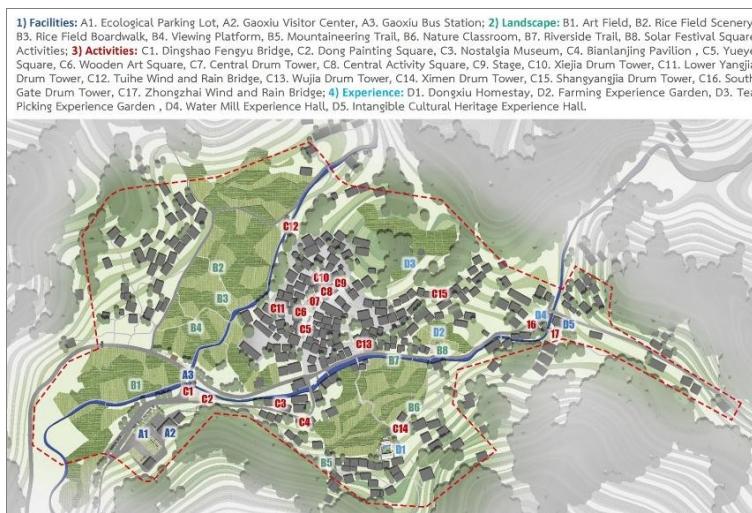


Figure 6 General plan floor plan

Source: Cheng Wang, 2022

4.2 Research tour route planning

In the village tourism area, 3 research and study travel routes with different themes were reasonably planned (as shown in Figure 7): 1) Dong Township ecological tour route, with the purpose of studying the ecological environment of Dong villages; 2) Dong Township production tour route, The

purpose of study is to understand the production activities and folk skills of the Dong nationality; 3) The life tour route of the Dong village is to understand the folklore activities of the Dong nationality.

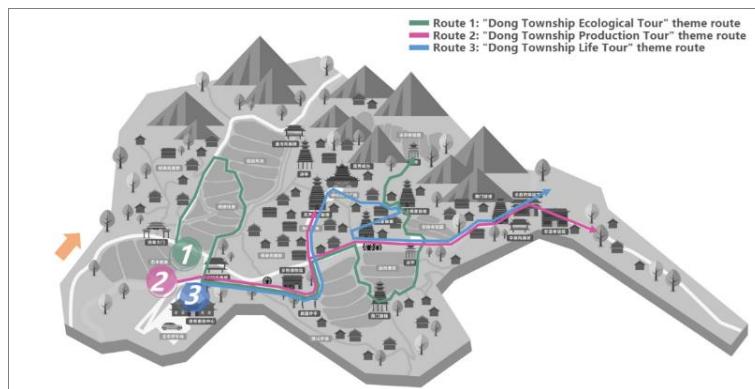


Figure 7 Planning map of research and tour routes

Source: Cheng Wang,2022

4.3 Innovation and design of tourism environment for research and study of Dong culture

In the innovation and design of Dong culture research and tourism environment, the following three key points are mainly grasped: 1) Focus on the integration of cultural connotation and research attributes. 2) Pay attention to the creation of tasks, scenes and theme situations. 3) Pay attention to the exploration of subjectivity and creativity of research participants. During the research process, the research participants give full play to their subjectivity and creativity, participate in the research activities and give full play to their personal advantages.

(1) Environment creation of folk culture experience center area

The folk culture experience center area in Planning Area A was originally the main residence and activity area for residents of Gaoxiu Village, and there are relatively complete traditional houses of the Dong nationality, drum towers, and theaters, etc. This area mainly brings together the experience

of folk activities such as "hundreds of banquets and big songs of the Dong people" of the Dong people, and the learning of Dong people's culture such as song and dance, instrumental music and language (as shown in Table 1).

Table 1 Environmental construction of folk culture experience center

area

Category	Design Diagram	Design information
The environment of the "Yue Ye" square		The patterns of Dong brocade are integrated into the pavement of the square, and the landscape sketches of Dong culture are set up to create an atmosphere for research and study of Dong culture. Experience Dong folk songs, banquets, learn Dong dances, Dong musical instruments and other Dong folk customs research activities.
"Wood Art" square environment		"Wood Art" square displays wood tools, production processes, etc., and arranges various research activities related to wood structures. The participants of the study explained the "fire pond story" through the lecturer, watched the characteristic buildings of the Dong nationality, and learned the wooden construction skills
"Central" square environment		The "central" square of Gaoxiu Village is the activity center of the entire village of Gaoxiu Village, and it is also the area for important and large-scale performing arts activities. Visitors can experience the traditional Dong ethnic group banquet, watch the Dong ethnic group song performance, etc., providing tourists with rich and pleasant experience activities

Source: Cheng Wang, 2022

(2) Environmental construction of slow oxygen zone for mountain and forest sightseeing

The slow-oxygen zone for mountain and forest sightseeing in District D has good natural scenery of mountains and forests. Relying on the rich agricultural resources of Gaoxiu Village, field classes are set up in this area. Through interactive landscape design and sight, touch, smell, etc., you can get in-depth contact with nature and understand the vastness of nature and the diversity of species. It mainly brings together functions such as ecological popular science education and mountain forest sightseeing (as shown in Table 2).

Table 2 Environmental construction of slow-oxygen area for mountain tourism

Category	Design Diagram	Design information
Nature classroom		Based on the characteristics of local plants, make corresponding introduction cards, so that tourists can understand the natural characteristics of Gaoxiu Village more intuitively. In this scene, the theme of song and dance of the Dong nationality and sketches of plant bionic landscapes are made to enliven the atmosphere of the scene.
Painting Art Square		The square is paved with colorful brocade patterns in Dong brocade, and the brightly colored Dong peasant paintings render a strong national cultural atmosphere. On the square, "Dong painting" sketching activities and Dong peasant painting exhibitions can be held.

Source: Cheng Wang,2022

(3) Environment creation of farming culture experience area

The farming culture experience area in the planned E area mainly gathers functions such as farming experience and farming culture display, and carries out farming experience activities based on the characteristic agriculture

of sweet potatoes, leeks, and tea in Gaoxiu Village. Tourists can experience the process of planting seedlings, plowing, fertilizing, irrigation, weeding, harvesting, processing and other processes in farming activities by matching the seasons of farming activities "spring plowing, summer plowing, autumn harvesting, winter storage". Various agricultural tools are displayed in the scene of the farming culture experience area, so that the research participants can understand the knowledge of farming culture (as shown in Table 3).

Table 3 Environmental construction of farming culture experience area

Category	Design Diagram	Design information
"Satellites" Square		In the "Satellites" square, with the theme of "Twenty-Four Solar Terms", the crystallization of ancient Chinese farming wisdom, the relationship between the "Twenty-Four Solar Terms" and the traditional Dong song "Twenty-Four Solar Terms" are combined. The lyrics are integrated into the ground pavement of the square
Farming Experience Garden		In the Farming Experience Garden, experience activities corresponding to different seasons are planned respectively, such as experiencing sowing, planting, repairing, picking and processing, etc., and place farming-themed landscape sketches in the rice fields

Source: Cheng Wang,2022

(4) Environment creation of intangible cultural heritage handmade experience area

Relying on the existing traditional "water mill" architectural environment of Gaoxiu Village, the intangible cultural heritage handicraft experience area in Area F carries out production visits and experience research activities. Open the Dong intangible cultural heritage experience hall with the intangible cultural heritage brocade weaving culture of the Dong nationality

(Dong embroidery and Dong brocade), and display the works of "Dong embroidery and Dong brocade" and experience activities. The intangible cultural heritage handicraft experience area mainly brings together functions such as Dong village production activity experience (as shown in Table 4).

Table 4 Environmental creation of intangible cultural heritage manual experience area

Category	Design Diagram	Design information
Intangible Cultural Heritage Experience Hall		It displays the craftsmanship and works of "Dong embroidery and Dong brocade", and is a learning area for hands-on experience. Create an environment for the intangible cultural heritage experience hall, so that tourists can have a deep understanding of Dong folk culture and enhance their sense of identity with Dong culture
"Dong Art" Square		The "Dong Art" Square takes the intangible heritage brocade culture of the Dong people as the theme, integrates the patterns of "Dong Embroidery and Dong Brocade" into the environment and landscape design of the area, and designs an interactive Dong culture Popular science sketches.

Source: Cheng Wang,2022

5. Effect evaluation of cultural landscape reconstruction in village tourist areas

After reshaping the tourism cultural landscape of Dong traditional villages, the researchers conducted a design evaluation on the rationality, feasibility and adaptability of the cultural landscape reshaping effect. Design evaluation includes "cultural protection and inheritance, ecology and sustainable development, landscape layout and planning, design creativity and

difference, regional characteristics and differentiation, visitor participation and experience, safety and convenience, and resident participation and sharing " and other aspects. The design will help ensure the comprehensiveness and feasibility of the tourism cultural landscape plan to reshape Dong traditional villages.

(1) Expert recognition evaluation

The researcher invited 1 design expert, 2 tourism experts and 2 university professors to form an expert group to conduct a design evaluation on the design practice of Gaoxiu Village (as shown in Table 5), and evaluate the "Gaoxiu Village Dong Culture Study Tourism and B&B Environment" The effectiveness of innovative design created. After evaluation of the design experiments by design experts, tourism experts and university professors, objective professional opinions and suggestions can be provided.

Table 5 Expert recognition evaluation form

Project (5 points for each sub-item)	Design expert	Travel expert	University professor	Average score	Evaluate
Cultural protection and inheritance	4.5	4.7	4.5	4.6	Highly sure
Ecology and sustainable development	4.5	4.5	4.3	4.4	Affirm
Landscape layout and planning	4.5	4.3	4.5	4.4	Affirm
Design creativity and difference	4.6	4.6	4.7	4.6	Highly sure
Regional characteristics and differentiation	4.7	4.5	4.6	4.6	Highly sure
Visitor participation and experience	4.6	4.2	4.5	4.4	Affirm
Security and convenience	4.5	4.5	4.2	4.4	Affirm
Resident participation and sharing	4.3	4.1	4	4.1	Generally

Source: Cheng Wang,2023

(2)Tourist satisfaction evaluation

The researcher invited 5 tourists, 5 researchers and 5 local residents to form an expert group to conduct a design evaluation on the design practice of Gaoxiu Village (as shown in Table 6), evaluate the beauty of the landscape and the quality of the landscape facilities, and pay attention to rural tourism The safety, service quality and tourism information transmission of the area, as well as the beauty of the landscape, cultural atmosphere, tourism facilities, etc.

Customer satisfaction evaluates satisfaction and improvement suggestions for cultural tourism products and services.

Table 6 Tourist Satisfaction Evaluation Form

Project	Tourists	Researcher	Local residents	Average score	Evaluate
Cultural protection and inheritance	4.5	4.4	4.5	4.5	Satisfy
Ecology and sustainable development	4.3	4.2	4.5	4.3	Satisfy
Landscape layout and planning	4.6	4.7	4.7	4.7	Very satisfied
Design creativity and difference	4.6	4.6	4.5	4.6	Very satisfied
Regional characteristics and differentiation	4.5	4.4	4.5	4.5	Satisfy
Visitor participation and experience	4.5	4.7	4.6	4.6	Very satisfied
Security and convenience	4.3	4.5	4.5	4.4	Satisfy
Resident participation and sharing	4	4.2	4.3	4.2	Generally

Source: Cheng Wang,2023

The evaluation of the design practice of Gaoxiu Village in Guangxi has been highly praised by design experts and tourists, indicating that the research results are in line with the principles of sustainable development and feasible, and the design application has promotion value. In the process of reshaping the tourism cultural landscape, researchers carefully considered the landscape itself and visitor experience to ensure that the reshaped Gaoxiu Village tourist area is of high quality and highly attractive. Therefore, this study provides new ideas for the reshaping of Dong traditional village tourism cultural landscape and the protection and development of traditional villages.

Conclusions

This study reveals: 1) The reshaping of the tourism cultural landscape is an effective means to improve the attractiveness of village tourism, and the path and strategy play a decisive role in realizing the reshaping of the tourism cultural landscape. The path and strategy for RSL of tourism should focus on mining local traditional culture and paying attention to tourist experience,

continuously innovate and advance, create a unique cultural atmosphere, and improve the tourist attraction of villages. 2) The reshaping of the cultural landscape of Dong traditional villages promotes the development of research tourism, and the innovation and creation of the village research environment is very important. The innovative methods and strategies proposed in this study can provide feasible paths and ideas for the innovation of the research environment and the reshaping of the tourism cultural landscape in Dong traditional villages, and also provide useful references for research in related fields.

The researchers discussed the reshaping of the cultural landscape to promote the development of research and tourism in Dong villages in Guangxi. 1) Protection, development and utilization of village cultural resources: How to study and reshape the tourism cultural landscape of Dong traditional villages in Guangxi needs to fully consider the protection of historical and cultural heritage and the balance of interests in order to achieve sustainable development of the traditional village tourism cultural landscape. 2) The development and sustainability of research and study tourism in villages: the development prospect of research and study tourism in Gaoxiu Village is very considerable and has a certain degree of sustainability. In the promotion process of research and study tourism, it is also necessary to pay attention to the protection of the local natural and cultural environment so that it can develop steadily in the long run. 3) The impact of the development of research and study tourism on Gaoxiu Village: It has brought obvious impacts on the economy, society and culture of Gaoxiu Village in Guangxi. Tourism has become an important economic pillar of Gaoxiu Village, and the economic level of Gaoxiu Village has been improved.

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