

# Strategy Research Based on Rural Cultural Landscape Innovation Practice

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**Abstract:** The report of the 20th National Congress proposed to accelerate the construction of agricultural power and promote the revitalization of rural industry, talent, culture, ecology and organization. Among them, cultural revitalization is the spiritual basis of rural revitalization, and rural cultural landscape is the carrier of rural cultural inheritance. Based on the planning case of the former democratic government site in Chenxiang Street, Sujiatun District, Shenyang, this paper discusses the strategic research on the innovation practice of rural cultural landscape. This paper puts forward the research on the integrated development strategy of cultivating the new business form of rural cultural landscape environment, constructing the characteristic feature area of rural cultural landscape and establishing the sense of identity of rural cultural landscape.

## 1. Introduction

The essential attribute of rural tourism is rural culture [1]. Rural cultural landscape is the product of human social production and life, it is not only the representation of rural time and space, but also the embodiment of rural social relations and production practice. The report of the 20th National Congress of the Party pointed out that "accelerate the construction of an agricultural power, and solidly promote the revitalization of rural industry, talent, culture, ecology, and organization," of which cultural revitalization has injected spiritual strength into rural development. Rural culture includes material culture and non-material culture, which records the development culture of rural villages, the location culture of residential houses, agricultural production, living customs, and oral art transmission. These rich rural cultures are also important media for understanding and experiencing rural cultural landscape. Rural cultural landscape can be divided into three types: production culture, life culture and entertainment culture. Among them, production culture is the pastoral landscape displaying the countryside, the development of rural handicraft industry, rural entertainment culture includes the culture of festival customs and the culture of art inheritance, and living culture includes the culture of rural settlement distribution, buildings and dwellings, eating habits and so on. In recent years, with a large number of people gathering to cities, people's lifestyle will undergo major changes. To achieve sustainable development of rural cultural landscape, it is necessary to preserve the original form of rural cultural landscape, protect the gradually lost landscape, and preserve and continue the traditional rural cultural landscape. At present, it analyzes the remains and development status of rural cultural landscape, predicts the future protection direction, puts forward corresponding policies to guide the development and exploration of rural cultural landscape, and awakens people's thinking about the construction of traditional rural cultural landscape.

## 2. Innovative practice of rural cultural landscape

In the process of rural urbanization and modernization, the original rural habitat is changed, and the cultural is heritage gradually lost, which causes serious damage to the continuity of rural cultural landscape. Rural cultural landscape can be used for reference in the classification guidance, development intensity, protection and utilization mode of rural planning and construction. With the development of rural modernization, it will promote the innovation of rural cultural tourism industry, and the innovation system and form of red cultural tourism industry will continue to transform.

Rural cultural landscape is an important carrier of rural culture revitalization and an important deployment of the 20 Report. Based on the case of the former democratic government site of Chenxiang Street, Sujiatun District, Shenyang, this paper puts forward the strategic vision of cultural landscape protection, transformation and activation in practice, which will surely promote the rapid development of rural cultural revitalization industry. The project is located in Chenxiang Street, Sujiatun District, Shenyang, in the southeast of Sujiatun District, bordering Yaoqian Street in the southeast, Liaoyang City in the south, Dagou Street in the southwest, Shilihe Street in the west, Shahe Street in the northwest, Hunnan District in the north, and Tonggou Street in the northeast, with a total area of 91.6 square kilometers. In combination with the rural revitalization policies proposed by the Central government at the present stage, such as beautiful countryside and garden complex, reasonable regional landscape planning, historical building protection and development, tourism resources development, traditional rural regional characteristics and customs are retained, and regional cultural landscape improvement and reconstruction of buildings, street Spaces and other Spaces are carried out.

After field investigation and investigation, the overall terrain in the region is flat, and the current historical building was originally the business house "Desheng He" opened by Meng Guangde, and the building is three straw houses, which were office, conference room, kitchen and canteen for the staff of the agency. A historic building represents the beginning of a piece of history, in August 1945, millions of Soviet Red Army troops with artillery baggage secretly mobilized to the Far East to launch an offensive against the Kwantung Army. 19 occupied Shenyang, the largest city in northeast China, and established the Shenyang Provisional People's Government. In late November, the CCP forces retreated to Chenxiangtun, a suburb of Shenyang, and set up the Shenyang Democratic Government. The research on the characteristic marks of the red historical space of Chenxiang Street, guided by the transmission of red culture, protects and utilizes the existing cultural relics and architectural sites. Full excavation and development, lay the foundation for the development of cultural tourism, so that the red story and history and culture in Chenxiang Street to be inherited and carried forward.

### **3. Rural cultural landscape development innovation strategy**

The innovative practice of rural cultural landscape development, the planning and renovation project of the old democratic government site in Chenxiang Street met the demand for the ultimate experience of red cultural tourism and promoted the development of red tourism base.

#### **3.1 Cultivate new forms of rural cultural landscape environment**

Under the background of the implementation of rural revitalization strategy and consumption upgrading in the new era, as the expansion and extension of traditional rural tourism, new business forms are of great benefit to continuously exert the comprehensive driving effect of tourism in promoting the development of economic, social and cultural fields in rural areas [2]. Through the spatial layout of Chen Xiang red cultural tourism, accurately locate the regional development goals, highlight the red education environment, rationally use modern construction technology to renovate and update the old site of Shenyang democratic government, and build a red tourism memorial hall. On the basis of preserving the original architectural style, it ADAPTS to the requirements of the space and content of modern exhibition buildings, and forms the updated buildings and courtyards relying on the original historical architectural style. The folk houses in the base are based on the Manchu folk style, and the plane is based on the pocket room, which has evolved through the invasion of modern culture. In addition to the main room, the courtyard also has east and west wing rooms and a gatehouse with a door hole in the middle of the south, forming the layout of "Siheyuan" [3]. Residential houses are mostly low and compact, with regular appearance, mostly in the form of hard mountain roofs, shaped as " $\wedge$ " type, with roofs falling from the positive ridge forward and back, respectively called "front slope" and "back slope". The roof, walls, doors, Windows and chimneys on the facade are typical Manchu folk houses. The roof is mostly paved with small green tiles on the back, tile is neat, the Windows are mostly two, the south window

opening area is relatively large, the north window area is small, the main door of the house is generally a single wooden door, with wooden latches, the upper part of the door is hollow patterned decoration, the lower part is three pieces of wood splicing, the outside door is generally open outwards. The chimney protrudes from the gable to form a "floor chimney". The construction materials generated by demolition and renovation are used, and the building components such as gray bricks, roof tiles, mountain flowers, roof ridges, wooden frame beams and purlins are used. The decoration materials of the building facade are updated, the energy consumption of the building is redesigned, and the traditional structural forms are reviewed by means of new building materials and equipment, so as to improve the indoor environment comfort of the building and reduce the operation and maintenance costs. Add intelligent design, such as intelligent anti-theft access control, room temperature and humidity monitoring system, interactive explanation system, electronic reading system, etc. Improve the infrastructure of the museum, promote the construction of the red culture tourism environment of the memorial hall, attract tourists from all over the country, and experience the red culture journey. To achieve sustainable development of cultural landscape. The main body of village cultural landscape protection is people, and the participation consciousness of the villagers should be improved. Deepen the core content and theme of protecting, inheriting and innovating rural red education culture, and create a new form of red cultural tourism environment.

### **3.2 Construct characteristic feature area of rural cultural landscape**

A comprehensive investigation and analysis of rural development history, existing buildings, folk customs and other traditional cultural elements will be carried out to protect and inherit the rural cultural landscape, establish the direction and development goals of rural planning and transformation, and make reasonable use and display of traditional cultural elements such as rural history, culture and natural environment in the design process. Planning to implement the transformation of rural cultural landscape of Chenxiang street in Sujiatun, the design should consider the coordination of landscape style. Investigate the location of the original historical buildings and the existing new and illegal houses in the area, including the restoration and renovation of the architectural style near the eastern side of the old building of the Shenyang Democratic Government, and take this as the main basis for the preservation and demolition of the buildings. Focusing on the restoration of the overall village landscape style of Chenxiang street, the design contents include rural land regulation, road system improvement, building repair and new construction, landscape layout, etc., to ensure the establishment and realization of landscape feature areas, and strengthen the daily management and maintenance of rural environment and buildings. Establish a long-term management mechanism for rural characteristics transformation, combine modern design concepts and technical means, and create a unique rural landscape. Improve the quality of life of indigenous residents and promote the development of rural revitalization and rural tourism. The preservation of rural characteristic architectural features requires villagers to reach a consensus, train villagers to understand the value of traditional residential buildings, identify with the red culture in the village space, and explore the core of continuing landscape culture. In the process of repairing and building the architectural landscape, the architectural texture of traditional residential buildings should be continued as far as possible, and the original architectural features should be preserved for reasonable transformation and repair. The newly built residential buildings should be as consistent as possible with the surrounding architectural styles, so that the rural cultural characteristics can be inherited and continued. Compound the use of traditional rural buildings, the retired homestead can be used as a support for rural tourism development, reshape traditional abandoned buildings, recreate rural cultural memory points, and analyze the scale of local rural building groups to form a staggered architectural spatial composition and layout.

### **3.3 Establish a sense of identity of rural cultural landscape**

Under the background of rural revitalization strategy, we can only revitalize rural culture, strengthen rural ideological and moral construction and public culture construction. The revitalization of rural culture cannot be achieved without inheriting and carrying forward rural traditional culture, activating farmers' consciousness of cultural subjects, and cultivating "cultural

talents" led by rural cultural builders. To build a good rural culture, it is necessary to stimulate the innovative vitality of cultural subjects, reshape and innovate the carrier of cultural development, and coordinate the economic and social benefits of the cultural industry [5]. By strengthening the public participation of villagers in social life, strengthening the awareness of villagers to participate in rural governance, integrating into collective life, and realizing self-management, self-service and self-education of rural residents. Through the preservation and continuation of rural cultural landscape carrier, local pride and superiority will become a strong sense of identity, and build up regional collective memory and cultural identity. Therefore, heroic deeds are displayed and explained in the village, and cultural activities such as poetry collection are held to strengthen local cultural confidence through public interaction, so that the cultural spirit can be passed on and continued collectively. Establish corresponding cultural organizations in rural communities to promote rural cultural landscape to become a public carrier of cultural development. Village organizations are given certain rights to deploy cultural resources, so that villagers can fully express their economic needs, social and cultural needs, and make the sustainable development of rural cultural landscape become their conscious pursuit in social life [4]. Fully respect the demands of the villagers as the main body of the countryside, so that the rural cultural landscape can directly or indirectly participate in the value creation in the benign collision between different subjects.

#### **4. Conclusion**

Based on the goal of rural cultural landscape innovation practice, this study promotes the generation process of rural red cultural landscape from the perspective of history and development through the current situation and historical features of the former democratic government site planning renovation project in Chenxiang Street, Sujiatun District, Shenyang, and summarizes its organic generation mechanism. This paper puts forward the corresponding innovative development strategies from the perspectives of cultivating the new business form of rural cultural landscape environment, constructing the characteristic feature area of rural cultural landscape and establishing the sense of identity of rural cultural landscape. The author believes that it is necessary to respect the background of rural historical development and pay attention to the interaction between local history and cultural heritage in the location of cultural landscape. At present, the establishment of rural cultural landscape should actively intervene in the development process of rural urbanization, which provides a feasible path for the continuous development and protection of rural cultural landscape to a certain extent, and provides a development direction for better interpretation and creation of human settlement heritage.

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