

# Innovative Thinking on Rural Cultural and Tourism Architectural Design from the Perspective of Cultural and Tourism Integration

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**Abstract:** China has a vast territory and diverse development models of rural tourism. Currently, China's tourism industry is in a transitional period from sightseeing to leisure tourism. The integration of tourism and cultural industries at multiple levels and fields has attracted widespread attention. The development of tourism projects is increasingly emphasizing the integration of cultural and experiential elements. After years of development, many new situations and problems have emerged in rural cultural and tourism architecture in China, which have affected the economic and social functions of rural tourism. It is urgent to solve them through theoretical research and reform practice. In this regard, this article innovates the design of rural cultural and tourism architecture from the perspective of cultural and tourism integration, determining the building shape. The larger the aspect ratio of the building, the essence of space lies in its functionality and practicality. However, in the design, it is not only limited to these two aspects, but also necessary to fully utilize imagination and creativity. Promote conceptual reform with institutional guarantees, innovate service concepts, create a good development soft environment, and achieve coordinated development of tourism and cultural industries.

## 1. Introduction

Rural cultural tourism architecture is a rural tourism process and landscape pattern presented by the countryside at a certain period of time. It is a product developed to meet the needs of specific tourism market based on the aesthetic value of rural landscape, the pleasant value of rural environment, the nostalgic complex of rural culture and the educational value of rural land. Domestic rural tourism started in the late 1980s, and became a hot spot of domestic tourism as soon as it appeared, and its development form and mode also became the focus of tourism industry research. China has a vast territory, and the development model of rural tourism presents diversified characteristics. After years of development, there are many new situations and problems in the design of rural cultural tourism buildings in China, which have affected the economic and social functions of rural tourism and need to be solved urgently through theoretical research and reform practice [1]. With the steady development of rural tourism, there are some problems, such as repeated construction, homogenization, few fine projects and low revisit rate. To improve the influence of rural tourism, we must explore the path of innovative development of rural cultural tourism buildings and realize the optimization and upgrading of the whole industry [2]. At the same time, good architectural design is also an integral part of rural tourism, which has a great influence on attracting tourists. At present, China's tourism industry is in the transition period from sightseeing to leisure tourism. The general trend of the integration of tourism and cultural industries in multiple levels and fields has aroused widespread concern, and the development of tourism projects has paid more and more attention to the integration of culture and experience elements [3]. So far, although the development of rural tourism in China has made some achievements, it still stays in relatively simple projects such as sightseeing, picking and fishing, which fails to really meet the physical and mental needs of tourists. Moreover, other landscape projects with folk customs and culture have not been fully excavated, and the atmosphere to meet the needs of tourists has not been created. For multi-level tourists, they basically only come to visit once, and there is no "repeat customer". Therefore, in the perspective of the integration of cultural tourism, this paper has innovated the design of rural cultural tourism architecture, promoted the concept reform with the

system guarantee, innovated the service concept, and created a good soft environment for development. The government attached great importance to and strongly supported it, which laid a solid leadership and organizational foundation for the rapid development of rural cultural tourism architecture [4]. The integration of tourism and cultural industry conforms to the development trend of tourism market and has a great impetus to the transformation and upgrading of tourism.

## 2. Constraints on Rural Cultural and Tourism Architectural Design

### 2.1. Uneven geographical distribution

In recent years, with the implementation of various policies in China, the gap between urban and rural areas has been continuously decreasing, and rural areas are constantly developing towards urbanization. The purpose of rural cultural and tourism architectural design is to adapt to the current living concepts and lifestyles of rural people, meet the spiritual needs of rural people, and innovate traditional and boring landscape design into buildings with rural characteristics and full of modern design ideas[5]. Tourism architecture has both buildings and structures. Tourism architecture is an indispensable theme in folk ecological tourism and a type of architectural characteristic. In addition to having the characteristics of ordinary buildings, it also has the function of serving. The scale of tourist buildings varies, and planning and design should be based on the overall needs of the tourist area. As shown in Figure 1, many townships have loose structures, leading to a lack of connectivity between regions and posing significant constraints to rural landscape design.



Figure 1 Buildings in the Rural Tourism Cluster Area

Due to the significant economic and cultural disparities between regions, it poses significant constraints on the overall regional development in the new era. Many provinces and cities have non-standard regional spatial structure layout. One of them is the uneven distribution of urban and rural areas, which often leads to towns with different levels of development in the same region. These tourist buildings all reflect the style of ethnic ecology, with strong ethnic characteristics and connotations, giving people a sense of exotic charm. Therefore, when designing tourism architecture, it is important to leverage strengths and avoid weaknesses, reflecting the style and characteristics of national or regional culture, rather than blindly pursuing the characteristics of Western architecture. Tourism buildings are generally artificial factors that create a sharp contrast with natural landscapes. If designed well, they can enhance the charm of the natural environment [6-7]. Otherwise, it will have the opposite effect. Therefore, in order to achieve good goals, design should be tailored to local conditions, fully utilizing natural landforms and terrains as the basis for planning and design.

### 2.2. The average planning scale is limited

Nowadays, the lifestyle is changing with each passing day. Rural design can no longer be as

simple as an ordinary grassland with hard pavement and a few popular landscape sketches, but should be suitable for local cultural customs with different styles [8]. At this stage. The overall spatial structure of many provinces in China generally presents the following characteristics: first, it takes the city as the center to promote the overall development of the region. Secondly, relying on small towns, build an urban-rural system in which large, medium and small cities develop side by side. When organizing the space, we should put the whole space development and retrograde complete conception, which has certain artistic appeal. Space creation is the ultimate goal of tourism architecture. However, due to the limited average size of towns [9]. From the perspective of economic development and social progress, it has little radiation to the economic and cultural exchanges in the whole region, which in turn has a great impact on rural landscape planning. Figure 2 is a partial landscape map of rural tourism buildings. Due to the limited average planning scale, there are few rural tourism buildings.



Figure 2 Rural Tourism Architecture Landscape

According to the different requirements of size, function and shape, tourist buildings will be designed separately to reflect the characteristics of individual buildings. It is necessary to pay attention to site design, respect the characteristics of the environment and vegetation in the design area, adjust measures to local conditions, strive to minimize the amount of earthwork, reduce the damage to soil, rationally organize traffic, and reduce the mutual interference of various functional areas on the ground [10]. You can also combine different buildings, such as walls or roads, to form a tourist building. This combination will enrich the shape of the building and form a beautiful landscape.

### **3. Innovation in Rural Cultural and Tourism Architectural Design from the Perspective of Cultural and Tourism Integration**

#### **3.1. Architectural Planning and Design**

In recent years, development practices have proven that in the mature stage of tourism product development, in order to achieve a higher level of improvement, it is necessary to rely on culture to achieve the coordinated development of tourism and cultural industries. The integration of tourism and cultural industries is in line with the trend of tourism market development, and has a huge driving effect on the transformation and upgrading of the tourism industry. Boutique is the business card of the cultural tourism industry, and cultural tourism boutiques can not only enhance the quality of tourism cities, It can also generate new attraction for tourists. Therefore, this article innovates the design of rural cultural and tourism architecture from the perspective of cultural and tourism integration. Consider the connection between the form of the building space and the natural space, as well as the efficiency and coordination of heating, ventilation, lighting, electrical, and

other aspects, to reduce the impact of the system on the natural ecosystem. The architectural plan should reasonably determine the shape of the building. The larger the aspect ratio of the building, the essence of the space lies in its functionality and practicality. However, in the design, it should not be limited to these two aspects alone, but also fully utilize imagination and creativity. In addition to considering volume, size, shape, and proportion, the spatial design of tourist buildings also needs to consider the following three factors, as shown in Figure 3.



Figure 3 Spatial composition of rural cultural and tourism buildings

Through the integration of literature and tourism, the specific building is regarded as a part of the urban building system in the planning and design of ecological buildings, which is connected with the urban building system, so that the indigestible waste in the building becomes the resource of other elements. The architectural scheme should make full use of sunlight and shadow, and choose a reasonable architectural orientation and shape; Create a good local building microclimate, combine indoor space with outdoor space, and strengthen the connection between man and nature. The building space is diversified and scientific, which increases the flexibility of use function and the variability of space, leaving room for change, and can be reused after renovation and decoration.

### 3.2. Architectural Technology Design

As a comprehensive social activity, tourism involves many aspects such as "environment, food, housing, transportation, travel, shopping and entertainment". It is a comprehensive stage for experiencing material civilization, spiritual civilization and ecological culture. Therefore, in the design of rural cultural and tourism buildings, not only should the design scheme consider the combination with the ecological environment, but also should reflect ecological aspects in building materials, construction, energy conservation, and other aspects. Firstly, in architectural design, new technologies and materials should be actively adopted to reduce environmental pollution. By moderately utilizing existing local resources to meet local needs, reducing the use of foreign special substances, and advocating the use of renewable energy building materials to achieve ecological

design of buildings; More natural energy-saving materials such as renewable energy building materials should be used. Based on the census and statistics of regional cultural resources, make an overall evaluation and classified statistics.

According to the vitality of existing cultural resources in the region, cultural resources can be roughly divided into five states: accumulation and sedimentation, merging and changing, physical existence and extinction, rare and endangered, and both physical and physical extinction. Relying on the layout of multiple industries, the economy of rural areas is closely linked, gradually increasing the scope of economic radiation. Break through the shackles of urban-rural dual structure and improve rural public infrastructure. Incorporate the construction of rural public infrastructure into the design scope, thereby accelerating the pace of urban-rural integration. The characteristic of ecological buildings that focus on technology is to utilize the development of computer and information technology to transform fixed building structures into enclosed buildings that can adjust themselves relative to the climate. If green plants are used instead of dividing walls, space can be divided, and green walls can be created or live trees can be used instead of walls, beams, and columns to better integrate the building and landscape. Therefore, it is suggested that when designing cultural and tourism buildings in the context of cultural and tourism integration, realistic evaluation standards should be formulated based on different regions, towns, and villages, in order to better guide the construction of new rural areas in China and lay a solid foundation.

#### 4. Conclusions

Tourism architecture is a good flavoring agent for eco-tourism, and tourism architecture should be planned and designed according to the regionality and culture of folk ecological resources. People's courage and strength can conform to the development process of natural ecosystem, which makes the natural pattern more perfect and balanced with nature. Considering that there are great geographical conditions and cultural and economic differences between different regions, and the functions of villages are not the same. In general, rural tourist areas are located in the suburbs or rural areas of the city, where the economic level is far from meeting the living standards of urban residents, and its infrastructure is relatively backward, which can not meet the needs of tourists, so it is more difficult to retain tourists or attract them to play again. Therefore, under the background of the integration of cultural tourism, this paper innovates the architectural design of rural cultural tourism, and formulates practical evaluation standards according to different regions, towns and villages, laying a solid foundation for better guiding the construction of new countryside in China. When designing tourist architecture, we should foster strengths and avoid weaknesses, which can reflect the style and characteristics of national or regional culture, rather than blindly pursuing the characteristics of western architecture. This kind of practice that can reflect national customs is not that anyone is old-fashioned and exclusive, but to learn from and absorb foreign new experience and technology, inherit traditional culture and innovate on this basis.

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