

Research on space governance of scenic area village based on the concept of green sustainable development

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Abstract. As a type of rural settlement left in the scenic area, scenic area village is faced with many practical problems, such as poor environmental quality, poor construction quality, lack of supporting service facilities, idle and wasteful houses of original residents, and the incompatibility between village appearance and scenic area. Therefore, it is urgent to strengthen space governance. Based on the new development concept and the framework of the linkage development of industry, village, landscape and people, taking Wuhan East Lake Scenic Spot as an example and combines the problem investigation, this article proposes a targeted approach through green construction, scenic area village style management and control, dynamic renewal and industrial upgrading to build a sustainable space governance framework of scenic area village that promotes production by landscape, optimizes village-industry cooperation, rejuvenates the village with production and strengthens integrated management of landscape and villages, and uses villages to rich landscapes and promotes the interaction of people and landscapes, with a view to provide technical reference for the construction of related “scenic area village” in China.

Keywords: Scenic area village, Space governance, Green construction, Sustainable development, Village and landscape linkage mode.

1 Introduction

The scenic area village is a long-standing form of settlement in several scenic spots in China, unlike the general traditional village, which has the dual attributes of village settlement and tourist spot. With the acceleration of tourism and the active development of scenic areas, the contradictions between them and villages are converting more noticeable, making the planning and governance of the scenic area village the main task in the combined development of scenic villages. In the latest development condition, the problem of mutual stripping and mutual constraints between "industry," "village," "tourist attraction," and "people" of the scenic area village is still severe, making apparent contradictions in the scenic area village. The conventional planning and governance model

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of combining two elements is no longer enough to coordinate the integrated development between tourist attractions and villages. This article takes the scenic area village of Wuhan Donghu Lake as the research object and strives to build a linkage model of "industry, village, tourist attraction, and people" to increase the close connection between the elements. Through this, this paper puts forward a planning and management strategy for the scenic area village.

2 The construction of the linkage model of "industry, village, tourist attraction, and people"

2.1 Analysis of the connotation of the linkage of "industry, village, tourist attraction, and people"

Compared with the traditional natural village, the scenic area village comprises four elements: industry, village, tourist attraction, and people, so it has a comprehensive production, life, and landscape ecosystem.

The industry is the driving force of the linkage of "industry, village, tourist attraction, and people." The development of the industry can not only determine the difficulty of monotonous industry in scenic area village, to a certain extent, it can also raise income sources for villagers and merchants, advance industrial institutions, increase industrial attractiveness and recognizability, reach tourists' consumption and functional needs, and enhance the recognition and attractiveness of tourist attraction.

The village is the carrier of the linkage of "industry, village, tourist attraction, and people." Based on the village, it can make up for the deficiencies of public service facilities in the village, upgrade the tourist attraction's service function, and increase visitors' tourist experience. In addition, the village's traditional culture can raise the tourist attraction's cultural attractiveness, take advantage of the disadvantages to complement the disadvantages, and further support the integrated development between tourist attraction and village.

The tourist attraction is the linkage for "industry, village, tourist attraction, and people." The tourist attraction is a landscape area with historical and cultural landscapes and natural landscapes as the main features. The systematic development of the tourist attraction advances the disorderly condition of the scenic area village, thus optimizing the community space in the scenic area village, improving the environmental quality of the tourist attraction, and fulfilling the common development between the village and tourist attraction.

People are the core of the linkage of "production, village, tourist attraction, and people." The definition of people is all kinds of people connected with the scenic area village: villagers, merchants, government, and tourists. Its people-centered approach coordinates the interests of villagers, merchants, government, and tourists and encourages the harmonious development of scenic area village.

The linkage of "industry, village, tourist attraction and people" emphasizes all elements' interaction and mutual integration. Furthermore, it balances the interests of all parties while obtaining the common development between tourist attractions and villages. Under the new transformation mode, the tourist attraction and the village are no longer mutually constrained antagonistic relationships. Instead, it is a development model of integrating tourist attraction and village with the concept of "industry as the driver, village as the support, tourist attraction as the link, and people as the core" under the role of mutual coordination among the elements of "industry," "village," "tourist attraction" and "people."

2.2 The linkage development goal of "industry, village, tourist attraction, and people."

The ultimate goal of the linkage development of "industry, village, tourist attraction, and people" is to fulfill "the integration of tourist attraction and village with harmonious coexistence." This is utilized to regulate the connection between the elements of "industry," "village," "tourist attraction," and "people."

First of all, it stimulates the industrial upgrading of the scenic area village, replacing the conventional single industry model. Moreover, it can achieve industrial transformation, insert regional culture, promote diversified special industries, and inspire the development of tourist attractions and villages with industries. Thus, the insertion of new industries presents more occupational chances for the villagers in scenic area village and raises the income sources of the villagers. Promote particular industries to enhance the attractiveness of the tourist attraction to travelers.

Second, enhance the environment of the scenic area village, develop the service facilities, and improve the quality of the spatial environment. Foster the development of the village with the drive of industry, advance the quality of the village environment and the excavation of cultural features to combine cultural highlights to the tourist attraction, improve the charm of the tourist attraction, increase the overall village look and accomplish the integrated development between tourist attraction and village. Additionally, the human living environment is upgraded, villagers' satisfaction increases, which is more helpful to the development of the village. In the meantime, improving public service facilities in the scenic area village can offer comprehensive service space for travelers and raise their satisfaction.

Third, the natural environment of the tourist attraction as the background, discovering the tourist attraction's culture, and further heightening the charm of the tourist attraction. The development of the tourist attraction has a great relationship with the drive of the industry, and using culture as the performance of the charm of the tourist attraction can realize the permanent, sustainable development of the tourist attraction. Based on the village, inherit the humanistic history and folk customs of the scenic area village, combine a humanistic sentiment to the tourist attraction, enhance the landscape space, and further improve the attractiveness to travelers and achieve the sustainable development of the tourist attraction.

Fourth, people are the core, organizing the relationship between several interest subjects (including managers, villagers, merchants, and travelers) to coordinate tourist attractions and villages. The innovation of the management system can better regulate the connection between various subjects, coordinate the interests of all parties, and hasten the transformation of the scenic area village. At the same time, it can upgrade the environmental quality of the tourist attraction and promote the development of the integration between tourist attractions and villages, thus accomplishing the success and harmony of the tourist attraction and the peaceful and happy living of the villagers in the scenic area village.

The four elements of the "industry, village, tourist attraction, and people" link are mutually supporting, mutually coordinating, interlocking and progressive relationships, not to lose sight of each other. The development of a single element should make the advantages complement each other, to complete the upgrading of industry, the advancement of the human living environment, the enhancement of the charm of the tourist attraction, and the improvement of the satisfaction of the villagers and sightseers, etc., and then reach the development concept of common prosperity between tourist attractions and villages.

3 Analysis of the current situation of the scenic area village in Wuhan Donghu Lake

At this moment, there are 11 scenic area village in Wuhan Donghu Lake, which are separated into 6 areas. In the Thirteenth Five-Year Plan of China, the Donghu Lake has split the transformation types into relocation type, settlement type, control type, and reduction type under the development condition of each scenic area village. The opening of the Donghu Lake Green way in 2016 has considerably raised the attractiveness to visitors and intensified the dispute between the tourist attraction of Donghu Lake and the villages, which makes the planning and governance of the scenic area village very urgent (shown in photo 1 and 2).



Photo 1. Photo of dilapidated scene of building facade.



Photo 2. Photo of lack of village infrastructure.

3.1 The relationship between tourist attraction and industry is not close, leading to the weak linkage of village and industry

At present, the business model of the scenic area village in Donghu Lake is not intimately connected with the natural resources such as mountains, water, forests, and lakes of the tourist attraction, which makes the natural resources of the tourist attraction not evenly utilized. Since the inadequate development of characteristic, cultural, and experiential industries, the association between industry and tourist attraction has been stripped, appearing in the relationship between industry and village uncoordinated.

From the viewpoint of the development of the scenic area village in Donghu Lake, the current industries are principally in the form of small-scale cultural and creative industries, farmhouses, and B&Bs. Conventional farming and fishing industries require productive space, and the current industries are not closely linked with the natural resources of Donghu Lake. This addresses the core advantages of tourism insufficient and diminishes the charm of the tourist attraction, and its attractiveness to tourists is not strong, and its competitiveness is not great. Meanwhile, the existing industrial system is not perfect, and the tourism function is not excellent. Currently, the industry of scenic area village in Donghu Lake is not adequately associated with catering, accommodation, shopping, entertainment, recreation, and other related supporting tools, and the industrial chain is deficient. These problems above point to an inadequate connection between the development of the industry and the tourism function, cultural display function, and recreation and leisure function of the tourist attraction, making the industry level weak..

3.2 The uncoordinated development of industry and village aggravates the contradiction between tourist attraction and village

Presently, the industry development in scenic area village is comparatively single and cannot match the coordinated development of village and tourist attractions, which makes the industry and village development divested. The present industry is principally the tourism industry regulated by outside merchants. The original farming and fishing industries are limited, and the participation of the original villagers is low. Additionally, the village land is occupied, decreasing the villagers' livelihood source, which further deepens their employment pressure and worsens their livelihood security. Subsequently, the development of the tourism industry also makes the management of villages and tourist attractions confusing, which further intensifies the disputes between tourist attractions and villages. For instance, some villagers are interested in forming tourism-oriented service facilities such as B&B, hotels, and farmhouses based on their residential buildings. The construction of the village is generally made by the villagers spontaneously. Since the shortage of unified planning management and control results in the severe phenomenon of haphazard construction in the scenic area village. This points to the destruction of the original style and texture of the village, and the transformation of the building style is disorganized, the overall architectural style, roof, color, and form are not similar, resulting in the general image is not coordinated, which is not helpful to the development between tourist attraction and village.

4 The governance strategy of scenic area village in Donghu Lake on the linkage of "industry, village, tourist attraction, and people"

In the planning and governance of the scenic area village, under the linkage of "industry, village, tourist attraction, people," each element is indispensable because the inequality of even one element will point to the "ill-posed problem" of the entire system. Accordingly, the linkage of "industry, village, tourist attraction, and people" should be based on the development idea of "industry as the driver, village as the support, tourist attraction as the link, and people as the core" to accomplish the sustainable development cycle between "industry, village, tourist attraction, and people," and ultimately achieve "tourist attraction and village progress development together"(shown in figure 1).

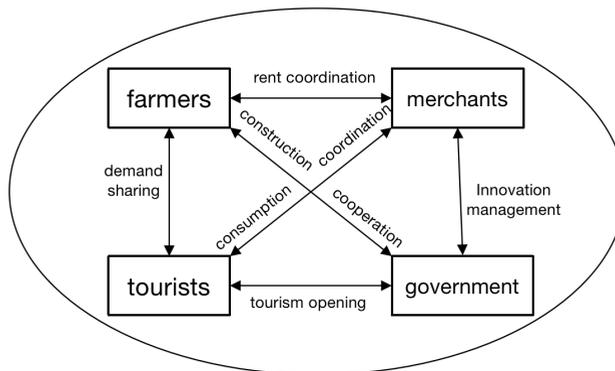


Fig. 1. Figure with village and landscape linkage mode.

4.1 Support industry by tourist attraction and optimize the cooperation model between village and industry

The development of tourist attractions cannot be supported by industry, so take the natural resources of tourist attraction as the base, take the water system green way as the texture, lead by healthy green industry development, discover far into the historical and cultural heritage of Donghu Lake. Correspondingly, by innovating the system, developing the industrial system, increasing the brand packaging, connecting landscape creation with industrial development, creating a landscape complex combining production, viewing, sightseeing, and experience. Furthermore, to enhance the attractiveness to tourists, encourage the optimization and upgrading of the industry in the village, and promote the extensive integration of "industry (agriculture), business, tourism, and culture."

Development of special industries to improve the attractiveness of tourist attractions. For instance, the fishing industry in Donghu Lake has a rich history, and under the chance of the planning and management of the scenic area village, the local fishing culture should be explored again. Meantime, establish a proprietary fishing experience area in the tourist attraction to present visitors with a venue for parent-child interactive activities. Or connect with water activities to rebuild the life of fishermen decades ago, so tourists can feel the life of fishermen and enhance their tourism experience. For example, thoroughly excavate the cultural elements of the two major flowers of "Plum" and "Lotus" in Donghu Lake, and arrange and regulate festivals such as the Plum Blossom Culture Festival and the Lotus Culture Festival to support the cultural dissemination and industrialization of the plum blossom and lotus, and strengthen the influence and popularity of Donghu Lake.

4.2 Revitalize the village with the element of production and strengthen the integrated management of tourist attraction and village

Advance the industrial structure and encourage the development of the village. For instance, the preparation and governance of scenic area village should not entirely leave the original village culture. On the other hand, it should tap the characteristics of scenic area village under the advantages of space, culture, and resources of each scenic area village. Therefore, it can be integrated with the tourism function and support the development of the village. Using Dali Cultural and Creative Village as a case, it is located between Wuhan Cherry Blossom Garden and Botanical Garden attractions and connected to them through Tuanshan Road, which has excellent geographical and traffic advantages. In its preparation and governance, it is required to excavate the village culture of Dali Village by providing full play to its benefits based on the existing service industry. It should integrate it into the internal and external design, renovate the current B&Bs and bars, etc. Meanwhile, inserting farming culture in the form of landscape sketches and landscape structures to create a display space for farming culture; Hence, it can also provide a farming experience education base to enhance the educational and scientific research value of scenic area village, advance the industrial structure, improve the appearance of scenic area village, compose an individual scenic area village, and enhance the development of scenic area village.

5 Conclusion

Scenic area village has the dual attributes of village and tourist attraction as a certain village existence. By investigating the scenic area village in Donghu Lake's current status, it can be understood that one element is indispensable among the elements of the industry, village, tourist attraction, and people, and the imbalance of one side will drive to the ill-posed

problem of the entire system. Through the preparation and governance strategy proposal of the scenic area village in Donghu Lake, the necessity of linking the industry, village, tourist attraction, and people is further verified. As a consequence, in the planning and governance of scenic area village, through the multi-party linkage between various elements, the concept of "industry as the driver, village as the support, tourist attraction as the link, and people as the core" of scenic area village's co-progress and coordinated development must be achieved. It also references scenic area villages' related governance and determines more problems of governance of scenic area village.

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