

Research on the Scenery Design and Tourists' Perception of Tourism-oriented Villages under the Inheritance of Regional Culture

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Abstract: In today's globalization, rural tourism, as a unique form of tourism, has attracted much attention. This thesis aims to explore the relationship between the inheritance of regional culture and the design of tourist-oriented rural scenes and tourists' perception. Through rural tourism, we can promote the inheritance and development of regional culture and realize the activation of culture. Rural scene design should not only meet tourists' demand for comfort and convenience, but also respect and protect local cultural traditions. Its ingenious integration with regional cultural elements can not only enhance tourists' experience, but also inject new vitality into local economy.

Keywords: Regional culture; Rural tourism; Scene design; Tourist perception

1. Introduction

In the post-industrial era, people's demand for refined cultural consumption has become increasingly prominent, and tourism has become an important part of economic development in various countries. As a branch of tourism, rural tourism has attracted much attention because of its unique regional cultural heritage and natural scenery. With the continuous advancement of urbanization, people's demand for staying away from the noisy city and experiencing traditional culture is gradually increasing. Therefore, the design of tourism scenes in rural areas has become a topic of great concern. Regional culture is a unique cultural system in rural areas, which contains elements such as history, tradition and folk customs, and is the spiritual pillar of rural society. However, with the impact of modernization, regional culture is facing the risk of loss and dilution.

2. The rural tourism scene related research overview

The research on rural tourism scenes covers many fields, including regional cultural inheritance, scene design, tourist experience and so on. The purpose of these studies is to explore how to convey regional culture through well-designed scenes, enhance tourists' experience and promote the sustainable development of rural tourism.

First of all, regarding the inheritance of regional culture, this paper discusses how to integrate local history, traditional handicrafts, folk culture and other elements into the scene design to show the unique charm of the countryside. This research usually involves in-depth investigation and analysis of local culture to ensure the authenticity and depth of inheritance.

Secondly, the research on scene design focuses on how to create an attractive tourist environment through architecture, landscape, art and other elements. This includes the study of the planning, layout and architectural style of rural scenic spots to meet the needs of tourists for aesthetic feeling and comfort.

Finally, the study of tourist experience focuses on tourists' perception, emotion and satisfaction in rural tourism scenes. Through investigation, interview and observation, this research analyzes tourists' expectations and actual experiences, so as to provide improvement suggestions and optimization schemes.

In addition, some studies are devoted to the sustainable development of rural tourism. This includes research on ecological protection, community participation and tourist education, aiming at finding a sustainable path to balance the relationship between tourist demand and local communities, culture and natural environment. The rural tourism scene of a certain place is shown in Figure 1:



Fig. 1 Scene of rural tourism in a certain place

3. The embodiment of regional culture in rural tourism

First of all, the embodiment of regional culture in tourism is the respect for history and tradition. When tourists participate in cultural activities and visit historical sites, they deeply feel the rich local historical heritage, which provides them with a journey of time and is immersed in the inheritance of ancient culture.

Secondly, regional culture has been vividly reflected in local architecture and art. Artistic elements such as architectural style, sculpture and painting often combine local traditional design and handicraft skills, so that tourists can appreciate these works of art as well as the unique local cultural atmosphere. These artworks are not only a tribute to history, but also an expression of contemporary culture, enabling visitors to understand and experience the unique charm of the destination more comprehensively.

In addition, regional culture has been richly displayed in local festivals and folk activities. Visitors have the opportunity to participate in local traditional festivals and experience folk dances, traditional costumes and delicious food^[2]. This participatory cultural experience enables tourists to have a deeper understanding of the local lifestyle and values, and at the same time, it also encourages local culture to leave a deep impression on tourists' hearts.

Finally, the regional culture is manifested in the hospitality and communication methods of local people. Local people show their unique cultural charm to tourists through their hospitable attitude, traditional etiquette and special hospitality. This kind of cultural exchange not only shortens the distance between tourists and local residents, but also enables tourists to better integrate into the local community and feel the real local life.

4. The impact of tourist-oriented rural scene design on tourists' perception

The design of tourist rural scenes has a far-reaching impact on tourists' perception and experience. First, by integrating local traditional elements, such as traditional buildings and handicrafts, into the scene design, visitors can feel the unique local cultural atmosphere more intuitively. According to relevant research data, more than 80% of tourists think that the display of traditional elements in the scene has played a positive role in their cultural experience.

Secondly, the influence of rural scene design is also reflected in the introduction of cultural activities and festivals. By holding local traditional cultural performances, temple fairs and other activities, it not only enriches the scene design, but also enhances the sense of participation of tourists. The data shows that more than 70% of tourists think that participating in local cultural activities is one of the important reasons why they choose rural tourism. Paying attention to the lifestyle that reflects the regional culture in the scene design, such as farming experience, handicrafting, etc., also has a positive impact on tourists. According to the survey, nearly 60% of tourists said that by participating in these activities, they had a better understanding of the lifestyle of the local people and had a strong interest in this traditional way^[3].

Thirdly, the tour and explanation service of scenic spots is also an important part of rural scene design

under the inheritance of regional culture. Through professional guided tours, visitors can have a deeper understanding of local history and traditional stories, and enhance their awareness of scenic spots. Research shows that more than 75% of tourists think that the tour service provided by scenic spots has enhanced their understanding of regional culture.

5. Suggestions for sustainable development

At present, sustainable development should be practiced from the aspects of tourist education and interactive participation, improving the sustainability of rural scene design, and promoting publicity and awareness. Specific ideas are shown in Figure 2:

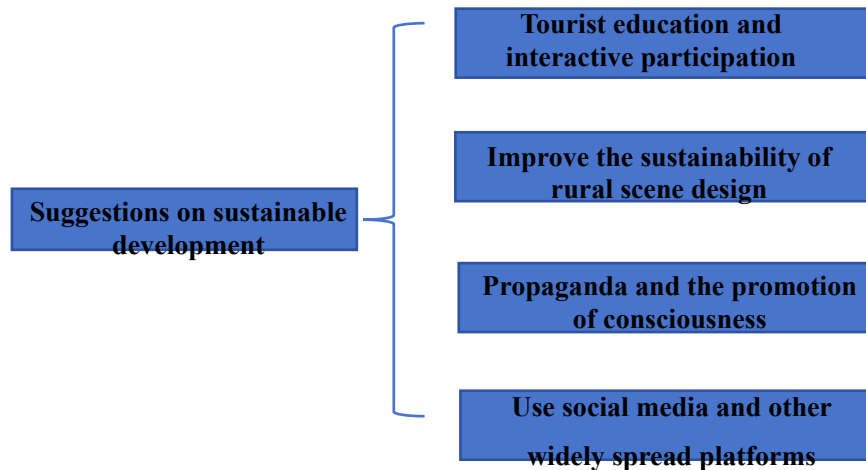


Fig. 2 Suggestions for sustainable development

5.1 Tourist education and interactive participation

In the process of realizing the sustainable development of rural tourism, tourist education and interactive participation play a key role. First of all, by designing educational scene elements, such as display boards and information centers, important information about local culture, history and ecology is conveyed to tourists. This will help to improve tourists' awareness of the destination, stimulate their interest, and thus increase their understanding of sustainable development.

Secondly, it is required to hold lectures, workshops and other activities, so that tourists have the opportunity to deeply understand the cultural traditions and ecosystems of the countryside. The participation of professional tour guides can also provide more in-depth and interesting information for tourists through on-the-spot explanations, and guide them to form a sense of identity for sustainable tourism. Through this educational interaction, tourists can understand the local culture and ecological environment more comprehensively and form a positive attitude towards sustainable development.

Finally, we are also supposed to design interactive experience projects to make tourists participate in local culture and lifestyle. For example, provide farming experience, handicraft production and other activities, so that tourists can personally feel the local traditional lifestyle. This participatory design not only enables tourists to experience the local culture more deeply, but also encourages them to have a more intuitive recognition of the sustainable development of the countryside.

By combining tourists' education and interactive participation, we can cultivate tourists' awareness of sustainable tourism and make them understand and respect the local culture and environment better during their travels. This interactive educational model not only provides tourists with interesting travel experience, but also guides them to support and participate in the sustainable development of rural areas in a subtle way. Finally, through such efforts, we can realize the sustainable prosperity of tourism, protect the local culture and ecological environment, and create a more meaningful and profound travel experience for tourists. (B) to enhance the sustainability of rural scene design

To improve the sustainability of rural scene design, it is necessary to comprehensively consider ecology, culture and society. On the one hand, it is suggested to pay attention to ecological protection in

scene design. It is vital to adopt environmentally friendly materials and advocate sustainable architectural design to minimize the impact on the local natural environment. Through the establishment of ecological parks, nature reserves and other means, we can protect the local ecosystem and ensure that the development of rural tourism will not cause damage to the natural environment. This move will help ensure the long-term sustainability of the scenic spot and provide visitors with a healthier and fresher experience.

On the other hand, promoting the cultural sustainable development of rural tourism requires more emphasis on the inheritance of local culture in scene design. Encourage the integration of traditional handicrafts, folk performances and other elements in the scene to show the unique local cultural charm. Cooperate with local communities and introduce the participation of local residents to make the scene design more representative and sustainable. The deep integration of this culture helps to form a unique brand image, attract more tourists and promote the sustainable growth of rural tourism^[4]. At the social level, to improve the sustainability of rural scene design, we need to pay attention to community participation and sharing. It is required to encourage local communities to participate in the planning and management of scenic spots, and make rural tourism a platform to promote community development. Through the establishment of community cooperatives and the introduction of community co-governance mechanism, the economic benefits of scenic spots and local communities can be achieved, thus promoting the sustainable development of rural tourism.

In addition, improving the sustainability of rural scene design also needs to pay attention to the participation and education of tourists. By designing interactive scene elements, tourists are guided to participate in cultural experience, ecological protection and other activities. At the same time, by holding lectures, guided tours and other forms, we will convey the concept of sustainable development to tourists and improve their understanding and respect for local culture and ecology. Such participatory and educational design can help tourists to understand and support the sustainable development of rural areas more deeply.

5.2 Publicity and promotion of awareness

Propaganda and awareness promotion are the key links to realize the sustainable development of rural tourism. The production of publicity materials is an effective means to promote the sustainable development of rural tourism, through the well-designed brochure can show the beautiful scenery, unique culture and sustainable development efforts. In the brochure, we should highlight the achievements in ecological protection and introduce the environmental protection measures adopted by the scenic spot, such as afforestation, water resources protection, etc., in order to emphasize the scenic spot's determination to protect the natural ecology. At the same time, through the production of fascinating publicity videos, we can vividly present the daily operation of the scenic spot, cultural activities and community sharing scenes.

Through on-the-spot interviews and documentary-style narration, the video can show the efforts of the scenic spot in cultural heritage, such as the traditional craftsmanship of local handicrafts and the rich and colorful folk activities. Such publicity means will help to profoundly convey the concept of sustainable development of the scenic spot in a short period of time and arouse tourists' strong interest in rural tourism. Publicity materials should also highlight the successful experience of scenic spots in community sharing, introduce successful cooperation projects and community participation between scenic spots and local communities, and show the contribution of scenic spots as a tourist destination to local communities, which can not only attract tourists' curiosity, but also provide them with opportunities to participate in building sustainable communities, so as to guide tourists to more deeply understand and support the importance of sustainable development.

The production of promotional materials can help scenic spots demonstrate their efforts and achievements in sustainable development in many aspects, stimulate tourists' interest and guide them to pay more attention to and support sustainable development. Such publicity means not only attract more tourists to scenic spots, but also play a positive role in conveying the concept of sustainable development.

5.3 Use social media and other widely spread platforms

The use of social media and other widely spread platforms is an important way to promote the sustainable development of rural tourism image. Posting wonderful pictures, videos and fascinating stories on social media can vividly show the beautiful natural scenery, rich cultural experiences and vivid scenes of community participation, which can not only arouse the interest of tourists, but also attract

more attention, so as to effectively expand the popularity of rural tourism. This means of promotion is not only limited to the attractiveness of scenic spots, but also an effective way to convey the concept of sustainable development to the public. By highlighting the efforts of scenic spots in ecological protection, cultural heritage and community sharing on social media, it can lead the public to pay attention to these issues.

Well-planned content can arouse the resonance of the public and make them better understand and recognize the importance of sustainable development. In the process of actively promoting the sustainable image of rural tourism, social media has become a powerful propaganda tool, which is very important for the formation of a positive social atmosphere, by guiding public attention and support for sustainable development, a social consensus can be formed to promote the sustainable development of rural tourism.

At the same time, the sharing and interaction of social media not only enable tourists to obtain real-time rural tourism information, but also exchange experiences and feelings with other tourists to form a community-shared tourism experience, which promotes the spread of the concept of sustainable development. It is of great beneficial to make more people participate in supporting the sustainable development of rural tourism and form a common sense of social responsibility. The wide application of social media not only brings convenience for scenic spot marketing, but also provides strong support for the construction of sustainable tourism community.

6. Conclusion

From the perspective of scene theory, the success of rural tourism depends on the authenticity protection of rural physical form, the efficient inheritance of characteristic cultural symbols, the innovative development of diversified activity mechanism and the scientific planning of interactive space for residents and tourists. Through ingenious scene design, it not only provides rich cultural experience and ecological landscape, but also contributes to the prosperity of local communities. In rural tourism, continuously promoting the balanced development of ecology, culture and society will create a sustainable and unique rural tourism environment for the future. Through people's joint efforts, we can realize a virtuous circle of cultural inheritance, ecological protection and community sharing, and paint a better future for the sustainable prosperity of rural tourism.

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