

Exploration on Talent Cultivation Practice for Rural Revitalization in Landscape Architecture Major

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Abstract: *With the development of comprehensive rural revitalization, the disciplinary nature of landscape architecture determines that it has an inescapable responsibility and commitment in rural revitalization. This article first analyzes the opportunities and challenges of the landscape architecture major, then explores the current situation and problems of talent cultivation in the landscape architecture discipline. Finally, through the comprehensive practice of the "1+4" rural revitalization model by the Qingmanggu team of Beijing Agricultural University to help cultivate practical abilities of rural revitalization talents, combined with practical achievements, it deeply explores the new mode of talent cultivation in the landscape architecture major from the perspective of rural revitalization. It analyzes the importance of combining talent cultivation in universities with rural services, clarifies the goals of teaching ideas, promotes the construction of the landscape architecture discipline, drives professional reform and talent cultivation.*

Keywords: *Rural Revitalization, Landscape Architecture, Opportunities and Challenges, Realistic Dilemma, Talent Cultivation Models*

1. Introduction

Landscape architecture is a highly comprehensive discipline, with the aim of cultivating academic and applied talents who can engage in management, scientific research, landscape planning and design, landscape heritage protection and research, and have certain expertise in the field of ecological landscape planning. The goal is to create an ecologically livable and beautiful living environment. The cultivation of talents in the field of landscape architecture should adhere to the integration of art and science, cultivate students' broad knowledge and strong visual and abstract thinking abilities, and enable them to form concepts, coordinate relationships, plan and design, create landscape architecture works, and build and manage them based on human cultural traditions and natural system cognition so as to closely integrate theory with practice throughout the entire process [1]. At present, research on the disciplinary analysis of landscape architecture is more in-depth and specific, but the cultivation of rural revitalization talents in landscape architecture is mostly focused on theoretical research, with less verification of theoretical effectiveness through practical cases.

Therefore, the theoretical part of this paper deeply explores the opportunities and challenges of landscape architecture, as well as the current situation and problems of talent cultivation in the field of landscape architecture. The focus is on combining theory with practice, using the case study of the Qingmanggu team from Beijing University of Agriculture's comprehensive practice to help cultivate practical abilities for rural revitalization talents. During the process of completing the rural design project, the team summarized their experience and explored a replicable and promotable "1+4" rural revitalization model that is applicable to most villages. They analyzed the pain points of different village development and developed targeted solutions, thereby assisting in the cultivation of practical abilities for landscape architecture professionals. At the same time, it can provide case references for promoting the sustainable development of landscape architecture discipline, cultivating talents that truly meet the needs of society, and promoting the sustainable development of landscape architecture education in the future.

2. Opportunities and Challenges of Landscape Architecture from the Perspective of Rural Revitalization

2.1. Analysis of Learning Situation

Landscape architecture is a discipline that comprehensively utilizes scientific and artistic means to create a beautiful outdoor living environment for humanity, with typical interdisciplinary characteristics. Master's degrees in landscape architecture can be awarded agricultural degrees or engineering degrees. The following figure shows the literature search volume of the Landscape Architecture Knowledge Network from 2015 to 2024. The academic community has been active in the field of landscape architecture research. (As shown in Figure 1)

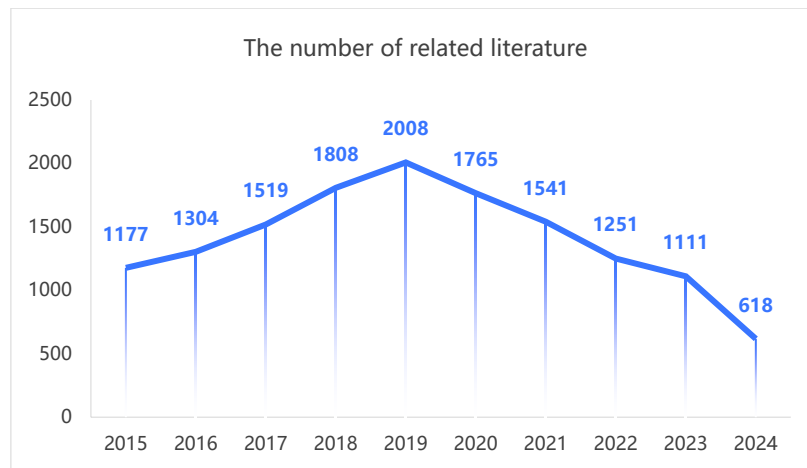


Figure 1: Number of Landscape Architecture-Related Literature Indexed from CNKI from 2015 to 2024

The goal of cultivating disciplinary talents is to cultivate high-level applied talents with a wide range of knowledge, high professional quality, strong practical ability, comprehensive professional knowledge reserves, and the ability to engage in planning, design, construction, and management. The students cultivated by the subject objectives also require a cross disciplinary and composite knowledge reserve in other subjects [2]. The Landscape Architecture major offered by Beijing University of Agriculture, characterized by high-level applied urban agriculture and forestry features, conforms to the educational philosophy of "agriculture oriented, pragmatic and innovative", explores new practical models for cultivating landscape architecture talents, and achieves further development of the discipline.

2.2. Rural Revitalization Provides Opportunities for the Discipline of Landscape Architecture

With the steady progress of ecological civilization construction and the deepening of the concept of "green mountains and clear waters are as valuable as mountains of gold and silver", the market demand for landscape architecture professionals is showing a continuous growth trend. In today's social development, it is clearly stated that there is a need to strengthen rural spatial design and landscape control, deeply implement rural living environment improvement initiatives, and particularly emphasize expanding the rural talent pool, strengthening the construction of new agricultural disciplines in higher education, and accelerating the cultivation of urgently needed professionals in agriculture, forestry, and water conservancy [3], which provides a clear direction for changes in the cultivation of talents in the landscape architecture profession. The discipline of landscape architecture plays an irreplaceable role in rural spatial planning and design, as well as in creating an ecologically livable and beautiful living environment. Due to its disciplinary characteristics, landscape architecture bears a crucial responsibility in rural revitalization. At the same time, rural revitalization promotes the development of landscape architecture and provides new opportunities for disciplinary transformation [4].

2.3. New Challenges in Cultivating Talents in Landscape Architecture

As a major agricultural country, China has abundant rural resources and enormous development potential. With the rapid advancement of urbanization, rural areas are facing severe environmental challenges. The standardization and formulaic approaches have led to monotonous outcomes in rural renovation projects. The aesthetic traditions of rural landscape architecture have been overlooked under

the impact of rapid urban-rural development, and the original landscape features of villages have failed to be properly preserved, resulting in their erosion [5]. Every village has its unique historical background and cultural traditions, and the cultural heritage endowed by these histories should be the cornerstone of rural revitalization. Protecting and inheriting local cultural characteristics is one of the core roles of landscape architecture construction in rural revitalization. It not only concerns the ecological environment and aesthetic value of rural areas, but also carries the historical and cultural heritage and regional characteristics of rural areas, posing new challenges for the cultivation of applied talents in the field of landscape architecture.

3. Current Situation and Problems of Talent Cultivation in the Field of Landscape Architecture

3.1. Difficulty in Changing the Positioning of Talent Cultivation

Based on the times, urban and rural landscape construction has become the main development direction of landscape architecture for a long period of time in the future. In terms of educational philosophy, the demand for urban and rural landscape construction should be integrated into the entire process of landscape education, and knowledge from various aspects such as urban-rural differences, ecological environment, and cultural heritage should be incorporated into curriculum design, teaching methods, and evaluation systems. Through systematic theoretical teaching, students can deeply understand the connotation and extension of urban and rural landscape construction, and cultivate their innovative thinking and abilities. Traditional landscape architecture education lacks both theoretical and practical experience in rural landscape, and the talent training model fails to meet the new demands of social development, leading to a lack of design ideas among students [6]. Against this backdrop, the training orientation of the landscape architecture discipline should undergo a comprehensive adjustment from theory to practice, emphasizing both theoretical reinforcement and practice-driven learning. It should consider both urban and rural development based on demand, in order to adapt to the new situation where the modern era resonates with tradition.

3.2. Limitations in the Construction of Mentor Teams

As a guide for personal ability exploration of master's students, the teaching level of the supervisor directly affects the quality of master's student training. Nowadays, the teaching staff in universities have long accepted an academic oriented training model. There are limitations in the evaluation criteria for supervisors, which mainly focus on the publication of research papers and the level of projects they have hosted. Most teachers devote a lot of energy to academic research, resulting in a lack of practical experience. Over time, the knowledge structure formed by the faculty in universities tends to be more academic oriented, which means that the practical guidance ability of many mentors is difficult to meet the needs of cultivating applied talents for graduate students. There are also differences in the teaching level of mentors, who are unable to update cutting-edge industry expertise in a timely manner, resulting in limitations when providing guidance to students; while young mentors lack practical experience and have weak leadership abilities in cultivating students' practical abilities in actual teaching. Therefore, most universities lack graduate supervisors who possess both a solid theoretical foundation and strong practical abilities, making it even more difficult to build such a "dual composite talent" mentor team [7].

3.3. Off-track Status of the Cultivation Practice and Teaching of Applied Talents in Universities

The evaluation mechanism is a powerful guarantee for talent cultivation. Currently, the evaluation criteria for landscape architecture courses in most universities are relatively monolithic. Courses on rural landscape design are also solely evaluated based on skills training and classroom performance. Students complete projects merely for course grades without considering the practicality of their design proposals. The topics selected in the course development are mostly simulation design tasks, rather than real engineering projects that can be implemented on the ground. There is a serious disconnect between theory and practice, with emphasis on teaching over the cultivation of practical abilities. Landscape architecture education should be rooted in practical application rather than empty theories, which requires universities to base themselves on the actual situation, combine with the needs of urban development, take improving knowledge application ability and comprehensive quality as the core, reasonably formulate training objectives, and establish a diversified evaluation system based on practice [8]. However, due to insufficient cooperation between universities and rural and local projects, students are unable to personally participate in actual projects and experience the entire process from the initial conception of

the plan to its implementation. In addition, the implementation of practical activities is difficult, making it impossible to establish a diversified evaluation system to comprehensively assess students' knowledge and skill development in landscape shaping and rural construction.

4. Comprehensive Practice in Qingmanggu Helps Cultivate Talents' Practical Abilities for Rural Revitalization

With the orderly promotion of rural revitalization, the construction of rural talents is of paramount importance. Agricultural and forestry higher education institutions have a great responsibility and shoulder the important mission of cultivating and delivering high-quality professional talents for rural revitalization. As university students majoring in landscape architecture, they should actively respond to the call and devote themselves to rural revitalization. Hence, the Qingmanggu Social Practice Team was formed.

The Qingmanggu team is an interdisciplinary rural revitalization practice team composed of graduate students majoring in landscape architecture, undergraduate students majoring in environmental design, and undergraduate students majoring in cultural and creative design. They are committed to becoming practitioners of rural cultural and creative industries, aiming to apply their professional knowledge to write the paper "Empowering Rural Revitalization with Art and Assisting Agriculture with Design Practice" on the rural land. They summarized their experience in completing rural design projects, explored replicable and promotable rural revitalization models that are applicable to most villages, analyzed pain points and problems in the development of different villages, and formulated targeted solutions. In this process, they completed the cultivation of practical abilities for rural revitalization talents in the field of landscape architecture. The team emphasizes organizing students to receive special education on rural revitalization in the talent training program, advocating for their active participation in rural construction and the application of learned knowledge to agricultural production and rural development.

In the revitalization practice of Shanmengou Village, team members gained a deep understanding of the development pain points of Shanmengou Village through visiting villagers, organizing discussions, distributing survey questionnaires, and other methods. After joint discussions with village cadres, a rural revitalization plan was formulated for Shanmengou Village (As shown in Figure 2).



Figure 2: "1+4" Rural Revitalization Model in Qingmanggu.

Firstly, brand IP image is designed. They designed the brand logo and "Wowo Chicken" IP image for Shanmengou Village, leveraging their professional advantages to implement the design in rural areas, creating the Shanmengou Village brand, using brand effects to enhance the added value of agricultural products, driving new economic growth through internal sustainable development, meeting new market development needs, and achieving higher profits.

Secondly, packaging for agricultural products is designed. They combine the characteristics of rural agricultural products and use delicate brushstrokes to depict the main image, making the subject of the picture attract consumers' attention at the first time and making the product image deeply rooted in people's hearts. By designing the outer packaging to enhance the value of agricultural products, consumer demand is directly targeted and sales are increased.

Thirdly, theme wall painting activity is carried out. The wall painting works take rural revitalization as the theme, and use art works in a three-dimensional way in rural public spaces to convey the propaganda theme of "writing professionalism on the land of the suburbs of Beijing", creating a beautiful

rural construction, enhancing the spiritual style of Shanmengou Village through natural beauty and cultural distinctiveness, and relying on spiritual civilization construction to bring a touch of spiritual beauty to the countryside and boost the spirits of villagers.

Fourth, indoor environment is renovated. Based on rural revitalization initiatives, it aims to improve farmers' quality of life and elevate the economic level of rural areas. By renovating traditional buildings, they aim to preserve the local culture, authentic rural customs, and farming characteristics of the village, giving them new vitality and developing them into distinctive projects in rural tourism. At the same time, this provides tourists with a space to experience local culture, feel the joys of rural life, and relax both physically and mentally.

Fifth, the village's appearance and landscape environment is updated and improved. The outdoor landscape improvement project in Shanmengou Village centers on highlighting natural ecology and cultural characteristics, with the aim of enhancing landscape aesthetics and improving the quality of life. The design intention focuses on beautifying the landscape and modernizing and facilitating its functions by carrying out the village appearance and landscape environment improvement project in Shanmengou Village, which will adapt to the market situation and promote health tourism.

The Qing Mang Valley team took Shanmengou Village as a case study to explore the "1+4" rural revitalization model. Led by the design of a brand IP image, the project has implemented various design practices, including agricultural product packaging design, themed mural painting activities, and indoor and outdoor environmental renovation and enhancement. The project has been fully executed.

Previously, a small village with 18 households here had an average annual income of less than 10000 yuan per person. The egg packaging designed by the team has been put into use for sale and has been interviewed and promoted by CCTV. In just five months, it has brought substantial income to Shanmengou Village. The team has promoted the "1+4" rural revitalization model of Beinong Qingmanggu in the new era of rural construction, which has been replicated in more than ten villages in a short period of time and has achieved fruitful results, providing a reference case for rural construction in the capital.

During the project promotion process, team members are fully trained to integrate theory with practice, improve their professional quality, and master the knowledge system that combines theory with practice. Students have a profound understanding of the enormous potential of rural development and the power of their own knowledge, gaining a deeper understanding of rural development and inspiring their determination to contribute to rural revitalization. Turning passivity into initiative, they spontaneously invested in rural revitalization construction [9]. This virtuous cycle enables agricultural and forestry universities to cultivate outstanding graduates who are knowledgeable and love agriculture, and to send them to the talent pool for rural revitalization, injecting a continuous stream of human resources into rural revitalization.

Rural revitalization talents who have undergone special training possess solid professional knowledge and rich practical experience, and go deep into rural areas to bring advanced technologies and concepts to farmers, promoting the process of agricultural modernization. In rural construction, they focus on agricultural production, rural environmental protection, and farmers' quality of life, comprehensively improving the overall development level of rural areas and providing strong support for promoting the construction of new rural areas and rural revitalization.

In general, the key to solving the issues relating to agriculture, rural areas, and rural people and accelerating the construction of new rural areas lies in grasping the core of rural talent cultivation, fundamentally injecting talent vitality into rural development [10]. Through specialized training, rural revitalization talents can fully leverage the disciplinary advantages of agricultural and forestry colleges and landscape architecture, actively engage in rural revitalization with rich professional knowledge and experience, and implement research work in the fields of Beijing suburbs, reflecting the responsibility and commitment of landscape architecture professionals in rural revitalization.

5. Conclusion

The improvement of the talent cultivation mode for landscape architecture disciplines should respond to the call for beautiful rural construction, empower rural areas with disciplinary expertise, reflect the synergy formed by school land cooperation, construct a diversified evaluation system, enhance the proportion of practice, provide more opportunities for students to participate in practical projects, and cultivate students' professional literacy and abilities in targeted practical teaching. Interdisciplinary, cross

disciplinary, and cross college cooperation should be introduced, guided by practical needs and practical implementation, to strengthen complementary capabilities and advantages, and systematically establish teams and cross-border cooperation models to serve rural revitalization. With a high starting point and a down-to-earth approach, leveraging professional expertise, we can jointly promote the construction of rural spiritual civilization and economic development, thereby contributing to rural revitalization.

The revitalization of rural areas has posed new challenges for the cultivation of talents in the field of landscape architecture in universities, while also providing new opportunities for the transformation of applied talent training models. It is believed that the discipline of landscape architecture has the potential to become a highlight in rural revitalization efforts in future construction. Beijing University of Agriculture's high-level applied university with distinctive urban agriculture and forestry features brings new vitality and hope to the countryside.

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