

# Spatial Sequence Evolution—Research on the Sustainable Development of Rural Tourism Space

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**Abstract:** This paper explores the role of spatial sequences in art and design in promoting sustainable rural development and further expands on the concept of "rural tourism exhibition space sequence." It is based on the theme of sustainable rural tourism, utilizing the natural and cultural landscapes of rural areas, and has emerged as an important form of tourism in response to the accelerating urbanization and improving living standards. Rural tourism has become an essential way for urban residents to relax and experience rural life. The study delves into the evolutionary process and spatial sequence characteristics of rural tourism spaces, aiming to provide theoretical guidance for the development of spatial sequences in rural tourism. The main purpose of this research is to explore how spatial sequences in art design can contribute to the sustainable development of rural areas. The study aims to offer theoretical guidance for the development of spatial sequences in rural tourism, thereby promoting the sustainable growth of the rural tourism industry, enhancing the cultural and economic value of rural areas, and meeting the leisure and experiential needs of urban residents seeking rural experiences. The research method employed in this study will involve a combination of literature review and field research. The research findings demonstrate that spatial sequences in art and design play a crucial role in promoting sustainable development in rural areas. By incorporating spatial sequences in rural tourism, the attractiveness and cultural significance of rural areas can be effectively enhanced, attracting more tourists and investments, and driving the development of the rural tourism industry. The evolutionary process of spatial sequences in rural tourism exhibition spaces exhibits diversity and complexity, with variations in layout and design based on regional characteristics. This emphasizes the need for customized planning and design to achieve optimal sustainable development outcomes. The research results provide important theoretical foundations and practical guidance for the development of spatial sequences in rural tourism, which in turn contributes to the economic prosperity and preservation of cultural heritage in rural areas.

**Keywords:** rural tourism, spatial sequence, rural environment, tourism exhibition, tourism display

## 1. Introduction

Guangxi possesses abundant natural and cultural resources, making it advantageous for the transformation of these resources into strengths through the tourism and sightseeing industry. The exhibition items in rural tourism and sightseeing are unique, encompassing natural landscapes, cultural traditions, and local customs, which distinctly differ from conventional exhibition items and commodities. As a result, careful consideration of elements such as spatial sequence, spatial composition, and spatial forms is crucial in the planning of rural tourism exhibitions. The development of rural tourism in Guangxi is essential. In the first three quarters of 2021, Guangxi received a total of 669 million domestic and international tourists, generating a total tourism expenditure of 773.542 billion yuan<sup>[1]</sup>. The development of the tourism industry has the potential to create numerous employment opportunities, enhance employment and income levels in rural areas, narrow the urban-rural gap, and promote the coordinated development of urban and rural economies<sup>[2]</sup>.

Rural tourism and sightseeing exhibitions can contribute to the preservation of the natural environment and facilitate local sustainable development. These exhibitions also provide opportunities to appreciate local ethnic cultures, showcasing traditional culture and folk customs. Moreover, they contribute to the promotion of integrated urban-rural development, fostering mutual growth between

urban and rural areas. The tourism industry facilitates the movement of people and the exchange of information between urban and rural regions, thereby enhancing communication and cooperation. It also enhances the attractiveness of tourism, elevating the recognition and reputation of Guangxi domestically and internationally.

Simultaneously, the development of rural tourism industry can stimulate local economic growth. The growth of the tourism industry can also drive the construction of urban and rural infrastructure, improve the level of public services in urban and rural areas, and promote balanced social development between urban and rural regions. A comprehensive tourism industry chain is formed, contributing to increased income and living standards for local residents<sup>[3]</sup>. The development of sightseeing exhibitions relies on the integration and utilization of tourism resources between urban and rural areas, facilitating resource sharing and complementarity<sup>[4]</sup>.

In summary, the development of rural tourism and sightseeing exhibitions in Guangxi holds significant importance for local economic development, social harmony and stability, as well as the advancement of tourism exhibitions.

### **1.1. Research objectives**

The Patterns and Characteristics of Spatial Sequences in Rural Tourism Spaces

Future Development of Spatial Sequences in Guangxi Rural Sightseeing Tourism Areas

### **1.2. Research theory**

Spatial Sequence Theory is a psychological theory that explains human spatial cognition and behavior. It was proposed by American psychologist Elizabeth Spelke, who posits that humans naturally follow certain principles in spatial cognition and behavior. These principles involve the separation, hierarchy, grouping, and sequencing of spatial elements<sup>[2]</sup>.

Specifically, the theory suggests that humans hierarchically divide space into different levels, forming spatial sequences. For example, indoors, we perceive the floor, walls, and ceiling as distinct levels. Outdoors, we perceive sidewalks, roads, and buildings as different levels. These hierarchical divisions facilitate spatial cognition and influence how we behave in space. The social value and cultural significance carried by modern spaces determine the importance of emotional experiences within them<sup>[5]</sup>.

Furthermore, Spatial Sequence Theory proposes that humans group elements within space to create spatial structures. It emphasizes the interplay between spatial phenomena and processes, highlighting the interaction of time and space during evolutionary processes.

In summary, Spatial Sequence Theory asserts that human spatial cognition and behavior follow systematic patterns, involving aspects such as hierarchy, grouping, and sequencing of space. This theory finds extensive applications in cognitive psychology, human geography, computer science, and other related fields. Spatial sequences represent the evolution and development of spatial phenomena, spatial landscapes, and spatial units according to specific rules.

Lack of coherence between tourist attractions: In some areas, the distance, landscape, and thematic factors between tourist attractions can affect visitors' touring experience. Without proper connections between tourist attractions, visitors may feel confused and fail to understand the significance of the entire tourism route.

## **2. These are the identified problems with the spatial sequence in current rural tourism in Guangxi.**

Tourist Display Space Sequence refers to the arrangement of multiple tourist display points in a specific order within a region, allowing visitors to visit each point in a sequential manner and form a complete tourism route. Currently, in the construction of some rural tourism display projects in Guangxi, certain villages lack proper guidance in terms of display space sequence, resulting in inconsistent sensory experiences for tourists and even damage to some landscapes due to destructive tourism development, leading to resource depletion<sup>[6-7]</sup>. Research conducted in the Cai Family Ancient Mansion Tourism Scenic Area in Binyang revealed the following issues with the tourist display space sequence:

Uneven distribution of tourist attractions: Overly dense or sparse distribution of tourist attractions can negatively impact visitors' touring experience. Sparse distribution of attractions can result in lengthy routes, causing fatigue and significantly reducing visitors' willingness to tour. It can also increase transportation costs.

Insufficient emphasis on thematic coherence: The thematic focus of tourist attractions should align with the overall theme of the tourism route. If the thematic emphasis of tourist attractions is lacking, visitors may feel perplexed and unable to comprehend the overarching theme of the tourism route, leading to a lack of overall cohesion. The landscape element characteristics of display spaces will bring about different visual and psychological experiences<sup>[8]</sup>.

Inadequate design of tourist attractions: The design of tourist attractions should consider visitors' needs and interests. If the design of tourist attractions is inadequate, visitors may feel disappointed and fail to have the desired touring experience.

Lack of clear hierarchical organization of tourist attractions: Tourist attractions should provide clear and aesthetically pleasing spatial hierarchies. If the spatial hierarchy of the exhibition points is monotonous, visitors may struggle to understand and enjoy the aesthetic experience. For example, in the DaoHuaxiang Tourist Area in Binyang, Guangxi, the lack of intentionally crafted diverse spatial sequences beyond the entrance archway creates a prolonged void space that makes visitors feel uncomfortable, as shown in Figure 1. Additionally, the tourist area suffers from inadequate environmental greening.



*Figure 1: Binyang "DaoHuaXiangLi" Tourism Scenic Area, Guangxi*

To address the aforementioned issues, the design of rural exhibition spatial sequences should fully consider the needs and interests of visitors, coherence between exhibition points, thematic consistency, and provide clear, accurate, and useful information. Furthermore, the distribution and arrangement of exhibition designs should be rationalized. In summary, the spatial sequences in Guangxi's rural tourism suffer from problems such as uneven spatial distribution, inconvenient transportation, homogeneous tourism products, unreasonable spatial layout, and environmental conservation. These issues need to be addressed in spatial planning and specific practices to promote the healthy development of rural tourism in Guangxi.

### **3. Using Spatial Sequence Theory for the Design of Rural Sightseeing Spaces:**

Rural tourism sightseeing encompasses the exhibition of both natural elements and cultural aspects, involving multiple disciplines that interconnect during the exhibition process. Spatial sequence theory divides spaces into functional units and combines them to create an interconnected spatial environment. A well-designed rural tourism sightseeing spatial sequence meets the functional needs of the exhibits while allowing visitors to fully experience the entire scenic area, achieving a harmonious and unified spatial composition for rural tourism exhibitions. In the context of China's rural revitalization policy, tourism sightseeing exhibitions, by exploring rural natural and cultural resources, enhancing their tourism potential, and establishing natural-cultural tourism industry clusters, serve as an effective

approach to protect the living environment and promote sustainable rural economic development.

The main characteristic of sightseeing exhibitions is the appreciation of specific locations, attractions, or landscapes, highlighting the features and charm of natural scenery, cultural heritage, historical artifacts, and other aspects. Sightseeing exhibitions typically encompass natural, historical, cultural, artistic, and other dimensions to satisfy people's desires for observation and appreciation<sup>[7]</sup>. The strategic arrangement of intensities, rhythms, and sequences in rural sightseeing exhibitions creates a strong sense of rhythm and order in the minds of visitors.

Tourism exhibition designers use spatial sequences and forms to enhance the presentation of exhibits, aiming to resonate with visitors and achieve optimal resource display effects, facilitating the green transformation of resources into benefits<sup>[9]</sup>. When implementing rural exhibition spatial sequences, attention should be given to the design of the sequence's beginning, transition, climax, and conclusion, as shown in Figure 2.

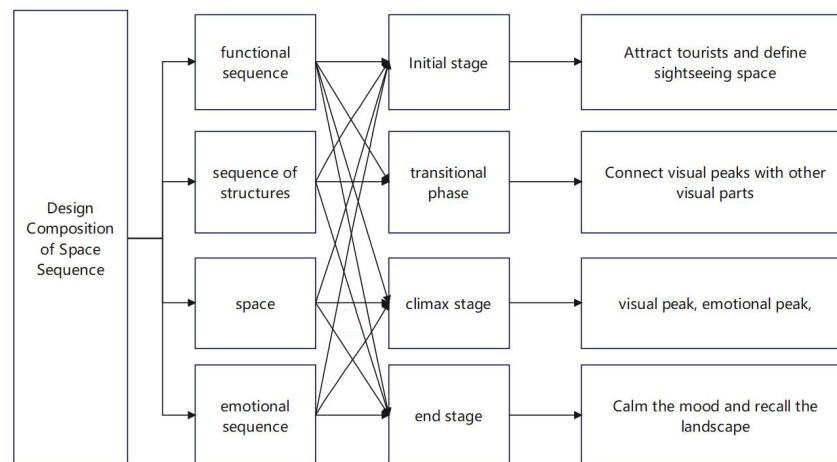


Figure 2: The Interplay and Functionality of Spatial Sequences

#### 4. Rural Sightseeing Tourism Spatial Sequence: Development Path and Theoretical Significance.

The evolution of rural tourism spaces can be divided into two stages: primary and advanced, exhibiting a certain temporal and spatial sequence.

In the primary stage, rural tourism spaces primarily revolve around single agricultural sightseeing activities, such as fruit and vegetable picking and farm visits<sup>[10]</sup>. This stage mainly caters to the sightseeing needs of urban residents, with limited transformation of rural spaces to accommodate tourism activities.

In the intermediate stage, rural tourism spaces shift towards leisure and vacation-oriented offerings, such as rural guesthouses and wellness centers. This stage emphasizes rural tourism as the main theme, focusing on providing comfortable accommodation, dining, and entertainment services for visitors. Simultaneously, rural spaces undergo some transformations, such as the establishment of farmhouse restaurants and leisure squares.

In the advanced stage, rural tourism spaces progressively become comprehensive tourism spaces with a cultural theme and an ecological backdrop. At this stage, rural tourism spaces no longer solely provide simple sightseeing and accommodation services but emphasize visitors' in-depth understanding and experiences of culture and ecological environments. Rural spaces also shift towards sustainable development, incorporating cultural villages, eco-farms, and similar initiatives. The spatial sequence evolution and characteristics of rural tourism spaces are crucial aspects of rural tourism development.

In summary, spatial sequence theory provides a theoretical foundation for the planning and development of rural tourism spaces. In rural tourism planning and development, it is necessary to fully consider the evolution and characteristics of spatial sequences, adhere to sustainability principles, and achieve the healthy development of rural tourism<sup>[11]</sup>. The emergence of new tourist attractions, rural guesthouses, farmhouse restaurants, and other innovative tourism formats leads to a more diverse and flexible spatial sequence. Visitors can choose different tour routes and combinations of attractions

based on their personal interests and needs, resulting in a more personalized and diverse spatial sequence. Please refer to Figure 3 for an illustration<sup>[12]</sup>.

The design concept of a comprehensive architectural environment for rural health recuperation originates from the development of village tourism industry and the commercial needs of local residents. The design aims to address the overlap and discrepancy between the commercial needs of tourists and local residents. Additionally, in rural environments, commercial capacity is relatively efficient, and visitor behavior exhibits a temporal nature. Therefore, in the design process, we reestablish and define the daily life needs of local residents and the shopping needs of tourists to achieve a new environmental design. Such a design not only satisfies the shopping needs of tourists but also fulfills the daily life requirements of local residents, thereby achieving the unity of design and life.



*Figure 3: Design Effect of Comprehensive Architectural Environment for Rural Health Recuperation  
Designer: DuoJie CaiRang*

In conclusion, the spatial sequence evolution process of rural tourism spaces holds significant theoretical significance for rural sightseeing tourism. Firstly, understanding the spatial sequence evolution of rural sightseeing tourism helps reveal the spatial organization and development patterns of rural tourism destinations. By studying the evolution of spatial sequences, one can comprehend the characteristics and patterns of change in rural sightseeing tourism at different stages, providing a scientific basis for the planning and management of rural tourism destinations. Secondly, the process of sightseeing tourism spatial sequence evolution can guide the planning and design of rural sightseeing tourism. Analyzing the spatial sequence characteristics at different stages enables the identification of rational attraction layouts, tourism route planning, and service facility arrangements, enhancing tourists' travel experiences and satisfaction. Lastly, the theoretical exploration of the evolution from primary to advanced rural sightseeing tourism can provide references and insights for the development of rural tourism in other regions<sup>[13]</sup>. Rural tourism development varies in levels and characteristics across different areas, but understanding the evolution process of spatial sequences can help uncover their own development potential and unique features, enabling sustainable development and competitiveness enhancement.

#### ***4.1. Evolution of Rural Sightseeing Tourism Spatial Sequences: Continuity, Diversity, and Sustainability***

**Spatial Continuity:** The development of rural tourism spaces represents a process of spatial continuity. With the continuous development of rural tourism, rural spaces are gradually transformed and upgraded, forming an organic spatial sequence. This spatial sequence exhibits both continuity and variation, possessing certain spatial hierarchy.

**Spatial Diversity:** The development of rural tourism spaces displays characteristics of spatial diversity. With the ongoing development of rural tourism, various types of rural tourism spaces emerge<sup>[14]</sup>. For instance, farmhouse restaurants, guesthouses, eco-farms, cultural villages, and other types of rural tourism spaces each possess unique cultural characteristics and tourism resources, offering diverse tourism experiences for visitors<sup>[15]</sup>. The size and form of rural tourism spaces can enrich the display sequence of rural sightseeing, and various types of spatial sequences can enhance the presentation of sightseeing levels, thereby elevating the aesthetic value of the spaces. As shown in Figure 4, the rational combination of large, medium, and small spatial landscape sequences facilitates a

deep understanding of the organization and influencing relationships among different spatial levels in rural sightseeing tourism. This provides a scientific basis for the planning, design, and management of rural tourism. Moreover, the combined spatial sequence offers visitors a smoother and more enjoyable travel experience, promoting the sustainable development of rural tourism.

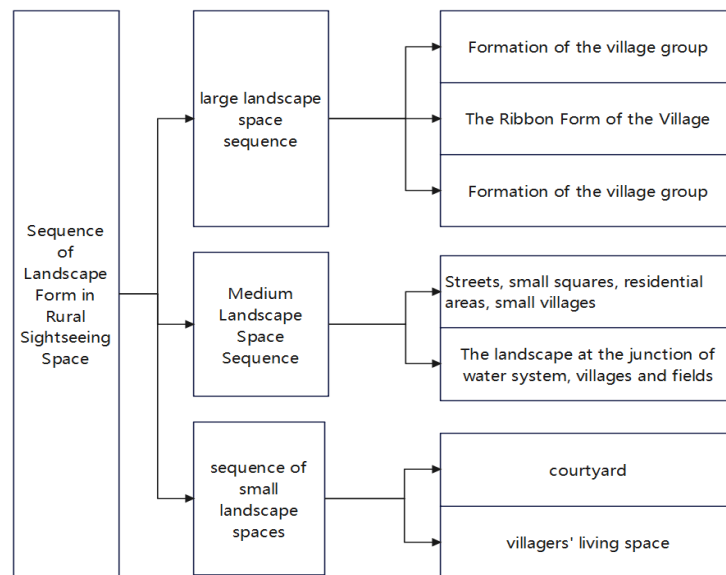


Figure 4: Landscape Spatial Sequences in Rural Sightseeing Spaces

**Spatial Openness:** The development of rural tourism spaces exhibits characteristics of spatial openness. The development of rural tourism spaces is a relatively open process that requires the integration of external cultures and tourism resources to make rural tourism spaces more attractive and competitive. Additionally, rural tourism spaces should also possess a certain degree of openness, allowing visitors to participate and interact freely, thus meeting their tourism needs.

**Spatial Sustainability:** The development of rural tourism spaces needs to incorporate features of spatial sustainability. The development of rural tourism spaces must adhere to the principles of sustainable development, emphasizing the protection of natural environments and cultural heritage, while avoiding negative impacts on rural ecological environments and cultural heritage. Simultaneously, rural tourism spaces should make full use of and protect local resources to achieve sustainable economic and social development.

## 5. Evolution of Spatial Sequences in Rural Sightseeing Tourism: Innovation and Sustainable Development

The spatial sequence evolution of rural sightseeing tourism can be considered from the following aspects: Guiding visitors to understand local culture deeply: The spatial sequence of rural sightseeing tourism should guide visitors to gain in-depth knowledge of the local culture, history, and traditions through attraction settings and interpretation. This allows visitors to better understand the characteristics and charm of the local area.

Adding interactive experiential elements: The spatial sequence of rural sightseeing tourism can incorporate interactive experiential elements, enabling visitors to participate in local cultural activities and traditional handicraft production. This increases visitor engagement and interactive experiences, thereby enhancing visitor satisfaction and loyalty.

Enhancing diversity and distinctiveness of tourism products: The spatial sequence of rural sightseeing tourism can strengthen the diversity and distinctiveness of tourism products. By offering different themes and features, it can attract a broader range of visitors while simultaneously enhancing visitor satisfaction and spending levels.

Optimizing the tourism service system: The spatial sequence of rural sightseeing tourism should optimize the tourism service system by providing improved services in transportation, accommodation, dining, guided tours, and other aspects. This allows visitors to experience better tourism services,

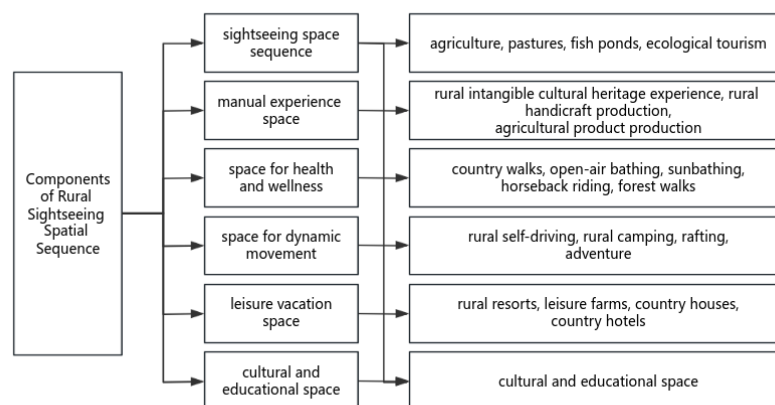


ultimately increasing visitor satisfaction and loyalty.

Utilizing technological means to enhance the tourism experience: The spatial sequence of rural sightseeing tourism can leverage technological means such as virtual reality and augmented reality to provide visitors with richer, more vivid, and immersive tourism experiences. This enhances visitor satisfaction and loyalty.

The characteristics of rural tourism spaces include spatial continuity, spatial diversity, spatial openness, and spatial sustainability. These characteristics not only provide theoretical guidance for the development of rural tourism but also offer important references for the planning and design of rural tourism spaces. In summary, the evolution of spatial sequences in rural sightseeing tourism should revolve around improving visitor satisfaction and loyalty. Through continuous innovation and optimization, the goal is to enhance the tourism experience and create more enjoyable and memorable travel memories for visitors.

In the spatial sequences of rural tourism, spatial continuity and spatial diversity are crucial features. Rural tourism areas typically consist of multiple villages, attractions, and resource points that have interdependence and interaction. When visiting rural tourism areas, visitors can follow the path of the spatial sequence, gradually gaining insights into the history, culture, and natural environment of the rural tourism area. Furthermore, the spatial diversity of rural tourism areas is also a source of its appeal. Different villages and attractions possess distinct historical, cultural, and natural characteristics, allowing visitors to choose places of interest for exploration and experiences. As shown in Figure 5, the spatial sequence in rural sightseeing spaces is achieved through various functional elements.



*Figure 5: Spatial Components of Rural Tourism Display and Diversified Spatial Sequences*

Spatial sustainability is also an important principle in the development of rural tourism areas. In the planning and development of rural tourism areas, it is necessary to consider the protection of the ecological environment and resources, the preservation and inheritance of local history and cultural heritage, and the promotion of local employment and economic development, in order to achieve sustainable development of rural tourism.

## 6. Conclusion

This study explores the role of art and design in promoting sustainable development in the rural tourism industry and conducts in-depth research on the evolutionary process and characteristics of rural tourism exhibition space sequences. The findings reveal that spatial sequences in art and design play a crucial role in promoting sustainable development in rural areas. By incorporating art and design spatial sequences in rural tourism, the attractiveness and cultural significance of rural areas can be effectively enhanced, attracting more tourists and investments, and driving the development of the rural tourism industry. At the same time, the evolutionary process of rural tourism exhibition space sequences demonstrates diversity and complexity, with variations in layout and design based on regional characteristics, necessitating tailored planning and design to achieve optimal sustainable development outcomes. These findings provide important theoretical basis and practical guidance for the development of rural tourism spatial sequences.

Recommendations: Based on the research results, this paper proposes several recommendations to promote sustainable development in the rural tourism industry:

(1) Spatial Sequence Planning: In rural tourism, characteristics such as spatial continuity, diversity, openness, and sustainability should be considered, and rational planning and organization of tourism areas should be conducted to create circular or radial layouts of rural tourism spatial sequences, providing smooth and pleasant travel experiences for tourists.

(2) Establish Unique Spatial Nodes: Diverse and distinctive spatial nodes should be established within the rural tourism spatial sequence to meet the evolving psychological needs of visitors. These nodes could be special attractions, cultural experience zones, or interactive exhibition points, enhancing the overall tourism experience for visitors.

(3) Utilize Technological Advancements: By integrating modern facilities and digital experiences, the attractiveness of rural tourism spaces can be further enhanced. Visitors can enjoy immersive and engaging experiences through technologies like virtual reality and augmented reality.

(4) Carefully Design Transportation Regulations: Transportation regulations should be meticulously designed based on the characteristics of local attractions and visitors' travel patterns. Convenient and efficient transportation methods will encourage more tourists to explore rural areas and promote the sustainable development of the tourism industry.

(5) Emphasize Sustainable and Responsible Tourism Practices: In rural tourism development, environmental factors, such as the preservation of natural, cultural, and historical heritage, should be considered to create unique and authentic tourism experiences, contributing to the achievement of sustainable development goals.

Expectations: In future rural tourism development, we expect art and design to continue playing a vital role in attracting more professional designers to contribute to the rural tourism industry, creating more attractive and unique design solutions for rural spaces, and attracting more visitors to experience rural life. Additionally, we hope that rural tourism development will fully respect and protect the local natural, cultural, and historical heritage, integrating art and design with sustainable development to inject more creativity and vitality into the rural tourism industry, while maintaining sensitivity to the environment and a responsible approach. Government and relevant authorities should increase their support and investment in the rural tourism industry to create a favorable environment for the application of art and design in rural tourism spatial sequences. Encouraging collaboration between rural tourism enterprises, communities, and art and design professionals will jointly promote the sustainable development of the rural tourism industry. Through collective efforts, we anticipate the realization of sustainable development in the rural tourism industry, offering diverse and enriching experiences to a wide range of tourists.

## Acknowledgement

Funding: This work was supported by Project: Enhancement of Research Basic Competence for Young and Middle-aged Teachers in Guangxi Universities in 2022: Spatial Sequence Study in Rural Sightseeing Exhibition Project Number: 2022KY1059. Research: Project for Young and Middle-aged Teachers at Guangxi Mechanical and Electrical Vocational and Technical College: Contemporary Application Value Research of Spatial Sequences in Cai's Ancient Residence in Binyang, Guangxi Research Number: 2022YKY5043

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