

Design and Exploration of Creative Agricultural Parent-child Tourism Project

--Taking the Planning and Design of Baisheng Homestay as An Example

Tingyin Deng^{1, a}

¹Sichuan University of Science & Engineering, China.

^a345832521@qq.com

Abstract

The design and planning of parent-child tourism project in Baisheng Village of Zigong City combine elements of farming culture, art and countryside, and create a modern parent-child tourism project suitable for the cultural characteristics of Zigong City, based on the traditional agricultural development in Zigong City, to create a green, artistic, local modern creative pastoral. While exploring a new mode suitable for creative development of local modern agriculture, a new and successful attempt was made in the cross-combined development of agriculture and parent-child tourism, which provides a reference for the planning and implementation of such projects in the future.

Keywords

Parent-child tourism, Design, Homestay.

1. Introduction

With the continuous development of the modern economy, the increasing income of citizens, people are pursuing spiritual civilization more and more, higher and higher. At the same time, the pace of urban life is also accelerating, and people hope that the way of leisure and entertainment can be more diversified. They especially hope to get away from the hustle and bustle of the city, walk into the countryside, and experience the beautiful scene in "Peach Blossom" with family. Against this background, creative agricultural parent-child tourism projects have emerged as the time requires. It is interrelated and integrated with the tourism industry, forming a brand new agricultural tourism industry chain.

Integrate traditional farming culture with artistic leisure activities, and integrate parent-child planting, breeding, picking and homestay theme hotels into the overall planning, which is connected and echoed with the water lake wetland ecosystem around Baisheng Village based on taking the theme hotel as the core of the market, in a creative agricultural parent-child tourism project located in the ancient town of Xianshi, historically known as a salt terminal, located 28 kilometers away from the urban area of Zigong City. It is hoped to develop a set of innovative construction models suitable for the development of agricultural tourism in Zigong City by the planning and design of this project.

2. Project Overview

Baisheng Village is adjacent to the ancient town of Xianshi, a famous historical and cultural town in China, which is an important node of the new rural demonstration corridor of 20 kilometers along the beach. Here was originally a small village with a small industry and a weak industrial and production foundation. Public services were inadequate, and villagers could only

focus on farming for generations. In recent years, with the spring breeze of building a new countryside, it focuses on the development of flower seedlings, ecological fruits and vegetables, ecological farming mainly ecological farming and leisure and sightseeing agriculture based on "ancient town tour takes rural tour, rural tour promotes ancient town tour", taking "slow meal" ecological agricultural park as the core, which has greatly facilitated the construction and implementation of the project.

3. Design Analysis

Starting from 2013, the villagers of Baisheng Village have successively transferred their land for the development of ecological agricultural parks. So far, the land transferred in Baisheng Village has exceeded 1,200 mu, and 60 mu of flower seedlings, 420 mu of newly planted citrus, 80 mu of green vegetables in bamboo shed, 100 mu of open field vegetables, etc. have been developed, the supporting leisure industries such as homestays with slow meal, farmhouses, folk culture, picking experiences, etc. have also been developed. While the annual chrysanthemum exhibition, picking festival, golden autumn tourism festival and other rural tourism activities attracted a large number of citizens in Zigong City and tourists traveling around by self-driving.

At the same time, Baisheng Village was built into a new countryside. According to the new rural standards, the small buildings in the village were improved in accordance with the style of southern Sichuan folk houses, subsidized by the State. The color of the exterior walls and the style of the buildings were unified. 25 new dwellings have been built, and 148 farm houses have been renovated and courtyard renovated, supporting the "1+6" public service centre and upgrading the infrastructure such as access roads and water and electricity.

4. Positioning Analysis

Brand Positioning: The backbone of creative parent-child tourism is a continuous flow of creativity that penetrates into every detail, while the two wings are technology and culture. We combine the Baisheng Village Slow Meal Cultural Park with parent-child homestays and farm projects organically, to create a comprehensive parent-child tourism, residential projects, and create a creative environment for dining and rest, so that all the family can experience the connotation of Zigong City's regional culture and feel the creativity of art, so as to open the slow-food life of urban people.

Function Positioning: This is a comprehensive modern ecological agricultural experience garden integrating homestays, catering, entertainment, ecological planting, picking, fishing, etc. We rely on the natural scenery of the countryside and local cultural features of Zigong City, and take "agricultural culture", "art pastoral", "themed restaurants" and "themed homestays" as the main points, to achieve a close relationship between agriculture and parent-child tourism, on the basis of satisfying urban people walking out of the city, away from the hustle and bustle, approaching nature, returning to the countryside, and enjoying the cozy life of the original ecology comfortable life like a paradise. Gradually, the "compound creative parent-child tourism park" will be built into a comprehensive agricultural parent-child tourism area with perfect facilities, complete functions, reasonable layout and unique landscape.



Figure 1. Baisheng Slow Restaurant

Market Positioning: Combining with the actual market consumption demand, we position the market on the basis of satisfying the cultural catering, ecological sightseeing and parent-child leisure experience of the urban population of zigong, and radiate the tourists in the surrounding counties and cities.

Architectural Style Positioning: In the planning, 19 detached farmhouses villas were built in the same style as the southern Sichuan folk houses on the mountain, which are scattered and unified in the style of the southern Sichuan folk houses. Lotus pond, wetland, waterwheel, waterfront promenade, village dwellings and rural scenery add beauty to each other, forming a wonderful rural landscape painting, to let people linger on.



Figure 2. Baisheng Chuannan Homestay Hotel

5. Overall Plan

Slow Meal Cultural Park mainly includes Slow Meal Folk Hotels and Ecological Breeding Base. The experience of slow production, slow life, slow entertainment on enjoying flowers and tea in the daytime, plowing the fields, talking with the farmers with light wind and bright moon in the evening will be the development direction of the entire project design.

Slow Meal Folk Hotel is located in the heart of the experience park project. It is built next to the Fuxi River. The main building includes a reception hall (including a large restaurant and a kitchen) and a group of 19 detached villas. There are a total of 24 guest rooms and 6 dining and banquet rooms. The dining hall can accommodate about 200 people for dining, and also provides outdoor barbecue and other service facilities. Each villa is equipped with facilities for chess and card. At the same time, there are meeting rooms and multi-purpose halls.

Ecological Breeding Base mainly includes ecological vegetable and fruit planting part; ecological livestock breeding part; flower nursery cultivation part; ecological fish ponds, etc.,

which can provide a full range of ecological agricultural experience and sightseeing services such as planting, adoption, picking and fishing.

The architectural style of the southern Sichuan dwellings in the entire park is unique. The interior decoration and business philosophy imitate the model of Hangzhou Anman Hotel. It is low-key but luxurious, and the accommodation environment is comfortable. This experiential model is different from ordinary resort hotels. It is mainly to guide people to have a leisurely and comfortable rural lifestyle.

6. Conclusion

"Anyone who comes for slow meals can also choose a more personalized consumption method according to their own needs and preferences, in addition to general ordering. They can go to the pond to fish, pick vegetables in the field, and make meals on their own. In other words, this place is yours, you can arrange it as what you want." Baisheng Homestay Project is an exploratory and experimental attempt to brand and promote creative agricultural tourism projects in Zigong City. The feedback of overall design of the project after pushing to the market is good and has been loved by most people. This will create another new business card for rural tourism in our city. While exploring new models suitable for local modern agricultural creative development, it will also combine agriculture and parent-child tourism. A new and successful attempt was made in development, and it also provided a reference for the planning and implementation of such projects in the future.

References

- [1] Design Branch of China Architectural Society, "Space Strategy" [M] Beijing: Mechanical Industry Press, 2004.
- [2] Kang Lizhi. Commercial Space Design. China National Photography Art Publishing House. 2013.
- [3] [Http://www.zgm.cn/html/a/2015/0920/108780.html](http://www.zgm.cn/html/a/2015/0920/108780.html)
- [4] [Https://Zigong City.scol.com.cn/sdxw/201810/56608652.html](https://Zigong City.scol.com.cn/sdxw/201810/56608652.html)