

## "Under the Eider Crane Mountain"

### -- Exploring the Landscape Planning and Design of the EiderCrane Mountain Valley Plot in Changhong Township

Lu Liu, Junxuan Li, Jie Zhang Ting Zhang

Shanghai University of Technology, Shanghai, China

#### Abstract

On the basis of the traditional abandoned plant in Changhong Town, Kaihua County, Zhejiang Province, the historical and natural resources and operation mode. Relying on the location advantages and tourism resources of Changhong Township of Kaihua County, combined with the design of Gaotiankeng Dark Night Park will inject the tourism industry with the characteristics of star sky camp into the plot, and combined with the "star-watching exploration + outdoor camp + theme vacation" as the star-watching theme camping and leisure land of business combination.

#### Keywords

Rural Transformation; Landscape Design; Campground; Bed and Breakfast.

#### 1. Innovation Points of This Project

The innovation points of this project are as follows: First, based on the preliminary research on local culture, history and natural resources, and the research on the customer source market positioning of home stay projects. Second, through the design of the site architecture and landscape, the design of distinctive home stay projects. Third, through the upper space design of the extended mountain sightseeing walkway and the rest of the lower space design, the landscape planning and layout are realized according to the special valley terrain design. Fourthly, through the comparison of "more" and "less" between the sightseeing walkroad extending to the mountain and the "natural platform extending to the central building, and the middle of the central building to create the "up "and" down " space design, the exploration of rural landscape planning and design based on the valley conditions is realized.

#### 2. Project Results

The site was investigated. The project is located in Changhong Township, Kaihua County, Quzhou City, Zhejiang Province, located in the south of Fangzhuang Village, Changhong Township, and the north of Shandong Province, the plot is the traditional old factory, open site, back mountains and water, independent site selection, and good renovation conditions. Site selection provides a good geographical location, convenient transportation, and rich natural and cultural resources. There are many scenic spots around the area, and a certain tourist market has been formed. Gaotian Village, about 6 kilometers away, will build the first dark night park in East China. Changhong Township Fu Heshan residential plot here is also zero light damage, no haze of high-quality starry sky viewing place. At the same time, the same type of landscape design, the concept of the design. Typographic design presentation with AI. The most important thing is to write the abstract and catalogue of the paper

### 3. Project Introduction

#### 3.1. Preliminary Preparation

In the preliminary work, the project investigated and analyzed the traffic location, natural environment, cultural environment, local rural ordinary housing and characteristic housing; and the mountain water system, overall pattern, function, landscape and building within the red line.

##### 3.1.1. Project Location

The project is located in Changhong Township, Kaihua County, Quzhou City, Zhejiang Province. It is located in the south of Fangzhuang Village, Changhong Township, and in the north of Taiwan back to Shandong. The current situation of the plot is a traditional old factory. Zhejiang Province is located in the southeast wing of the Yangtze River Delta on the southeast coast of China, and is one of the economically active provinces in China. Quzhou City lives in the upper reaches of Zhejiang Province, controlling the elbow of Poyang Province, making the throat of Min Yue, and spreading the power of Xi. Kaihua County is the birthplace of the Qiantang River, a national ecological county and a national ecological tourism demonstration area. Scenic spots are national 5A level scenic spots, Root Palace Buddha Country Cultural Tourism Area, Qianjiangyuan National Forest Park, Gutian Mountain National Nature Reserve and so on. Changhong Township is rich in red tourism resources, including the site of the former site of the Fujian and Jiangxi Provincial Committee, the site of the secret traffic station, the site of the Red Army clothing factory and other red cultural resources.

##### 3.1.2. Transportation Advantages

In terms of internal traffic, mountain roads are smoothly and located at three junctions; external traffic presents "three branches" layout, with Huangshan Tunxi Airport as the center, G56, G6021, G3 national road, and the external traffic extends in all directions. Meanwhile, this place is an ecological holy land with 344 air quality monitoring and 342 AQI; 188 days (54.6%), 154 days (44.8%) and 99.4%; the average PM2.5 concentration in Kaihua is 26 micrograms / m<sup>3</sup>, lower than the national standard of 35 micrograms / m<sup>3</sup>; the average PM10 24 concentration is 78 / m<sup>3</sup> and 150 g / m<sup>3</sup>. These all provide a good geographical location, convenient transportation, and rich natural and cultural resources.

#### 3.2. Case Research

US KOA Chain Camp. The KOA camp chain in the United States has set the perfect industry benchmark for the worldwide campground industry since its establishment more than 50 years in 1962. KOA, the largest camping chain brand in North America, has more than 500 camps, with more than 60,000 camps, and an annual turnover of more than us \$20 billion. Service scope: The services cover camping and accommodation, catering, amusement, leisure and vacation, car maintenance and maintenance, RV rental, quality expansion and activities, etc. Target customer group: family parents, outdoor crowd. Annual turnover: Take a camp with an area of 60,000 m<sup>2</sup> and 150 accommodation units, for example. The camp rental rate is 50%, the total operating revenue is approximately \$2.783 million, the check-in revenue is 91%, and the retail, food / other revenue is 9%. Net operating return was about 35%. Business philosophy: Adhere to the high standard of honest management in the camp, promote family reunion, get along well with people, enjoy the beautiful rivers and mountains, and experience a better life. Facilities and projects: camp location, log cabin, cable TV, small barbecue stove, bicycle rental, open fire, mini Gower. Husband, wireless network, swimming pool, boating, fishing. Each camp will also hold different activities and build different facilities according to its regional characteristics.

The experience of its results is as follows. First, KOA is everywhere. The KOA Campground chain has more than 500 campsites throughout North America, with KOA campsites present in almost

all the fun places and national parks in the United States alone. Two, the perfect camp facilities. The amenities in the camp are rich and varied, including camp location, log cabin, cable TV, bonfire ring, small barbecue oven, bike rental, mini golf course, WiFi, swimming pool, boating, fishing hiking and other facilities and services. Three, sufficient camp position. The total number of all camps is more than 60,000, which allows campers to choose their favorite camp style at will. Each camp will be cleaned and maintained regularly to maximize the perfect accommodation experience for tourists. Four, eye-catching logo. With more than 500 franchisees in North America, you can always see the striking "KOA" yellow logo in some fun places or near national parks. The KOA logo across the country greatly drives awareness of the KOA brand. 5. Convenient camp reservation service. KOA's website is a comprehensive website, which is mainly an information platform and booking platform, making it easy for campers to find their nearby campsites and favorite campsites, and then they can easily book them. 6. Excellent "Yellow shirt", KOA will gather the camp staff six times a year to exchange and learn everything about camping. They will receive a KOA yellow T-shirt after graduation, so KOA employees are called "Yellow shirts". These professional, systematically trained employees can provide visitors with destination and route information.

### 3.3. Achievement Display

Use the CAD software to draw and sort out the accurate drawings of the project, and print them out.

Early design drafts were drawn on sulfuric acid paper. Under the guidance of the teacher, after many modifications, we finally determined the preliminary plan.

On the basis of the preliminary scheme, AI, Photoshop, Wps and other software are used to draw the color plan, and draw the enlarged color plan of each node more accurately based on the color plan.

The Sketchup modeling software is used to build the corresponding model. Import the model into the Lumion software, continue the deep modification, and finally make the model. Rendering also produces high-quality renderings.

Finally, the results are presented in the form of two A3 display boards with AI. Written and published the paper "Under the Eider Crane Mountain" - Exploring the landscape planning and design of the Eider Crane Mountain valley plot in Changhong Township"

## 4. Design Introduction

### 4.1. Development Research and Overall Positioning

#### 4.1.1. Preliminary Research

RV camp refers to a certain natural scenery, occupy a certain area, for RV supplies and people camping small community. RV camp in addition to water supply facilities, power supply facilities, sewage treatment facilities and other facilities specially configured for the RV, but also equipped with tents, RV, rental wooden houses, sports and amusement equipment and other camping facilities, suitable for travel or long time living.

Project team investigated the same type of fengshan county jiangzhou car camp landscape planning and design, in planning to make full use of fengshan county jiangzhou site mountain, water, fields, forest and folk culture resources, to outdoor leisure tourists experience, local materials, adjust measures to local conditions, the goal is to meet the needs of car camping tourists personality car camp [3].

The project team sorted out and collected the CAD drawings of the project location, and searched the current situation map and the surrounding environment map of the project through the network, newspapers, books and other ways, so that we could better understand the project area. In this process, it is due to the underdeveloped transportation, infrastructure,

economy and the valley area, so it is difficult to collect the nearby status map, CAD drawings and the relevant information of the old plant.

#### 4.1.2. Project Location

The project is located in Changhong Township, Kaihua County, Quzhou City, Zhejiang Province, which is located in the south of Fangzhuang Village, Changhong Township, and the north of Taiwan back to Shandong. The current situation of the plot is a traditional old factory building, open site, back mountains and water, independent site selection, and good renovation conditions. Kaihua County is the birthplace of the Qiantang River, a national ecological county and a national ecological tourism demonstration area. Scenic spots are national 5A level scenic spots, Root Palace Buddha Country Cultural Tourism Area, Qianjiangyuan National Forest Park, Gutian Mountain National Nature Reserve and so on. Changhong Township is rich in red tourism resources, such as the old site of the Fujian, Zhejiang and Jiangxi Party Committee, the old site of the CPC Fujian, Zhejiang and Jiangxi Party Committee, the old site of the provincial Party Committee, the Red Army clothing factory and other red cultural resources. These all provide a good geographical location, convenient transportation, and rich natural and cultural resources. There are many scenic spots around the area, and a certain tourist market has been formed.

#### 4.1.3. Industrial Injection

The key to rural revitalization is the prosperity of the project team investigated the "home stay development model" represented by "Moganshan". Its development concept is to inject the basic industry of home stay through landscape design and build a multi-level industrial system. Through policy support, foreign capital introduction, talent utilization, to build a Moganshan characteristic town. Moganshan has introduced the multi-themed home stay industry, forming the highland of the national home stay industry, which has gone through three stages of foreign population investment, local residents' investment and government-guided development.

The team investigates the tourism resources in Moganshan and its surrounding areas. Moganshan B & B Resort is building a regional tourism industry according to the theme of health and fitness and the experience and development of the Republic of China. Relying on Moganshan scenic area, build outdoor ecological sports base, build Moganshan national mountaineering fitness trail, build "surrounding Moganshan" tour, connect the surrounding tourism resources, mountain mountain development; fund the town street style transformation, implant old photo studio, cloth shoes, wine, cafe and other nostalgic style, build small museum, VR experience hall, retro bell tower and other buildings, introduce Junlan Hotel Group focusing on building tourism resort circle, to create county Anli Jun LAN resort. Hold music festivals, international bicycle competitions, mountain cross-country competitions and other festival activities to enhance the brand awareness of Moganshan and build an international leisure tourism brand.

The whole operation mode gives full play to the advantages of the large urban agglomeration in the Yangtze River Delta, and drives the new development of rural tourism and rural industry with the home stay industry as the guide. As the advanced form of rural tourism and the leader of the development of China's home stay industry, relying on the huge flow of people and consumption power in big cities, Moganshan homestay has established the brand of Moganshan rural tourism and achieved success. Driven by the demonstration of Moganshan, other cities like Tonglu, Zhejiang province, including all parts of the country, have set off a wave of home stay fever. Especially in the current rural revitalization strategy, home stay has become a characteristic leading industry driving the development of rural revitalization.

Gaotiankeng Village, about 6 kilometers away from the project, will build the first dark night park in East China. Changhong Township Fu Heshan residential plot here is also zero light

damage, no haze of high-quality starry sky viewing place. Relying on the location advantages and tourism resources of Changhong Township of Kaihua County, combined with the design of Gaotiankeng Dark Night Park will inject the tourism industry with the characteristics of star sky camp into the plot, and combined with the "star-watching exploration + outdoor camp + theme vacation" as the star-watching theme camping and leisure land of business combination.

#### **4.2. Design the Key -- Star Sky Accommodation Camp**

Through the same type fengshan county car camp landscape planning and design, make full use of fengshan county in planning site, water, fields, forest and folk culture resources, outdoor leisure tourists experience as the guide, local materials, adjust measures to local conditions, the goal is to meet the needs of car camping tourists personality camp.

Because the block is distributed alternately between narrow and square, the narrow terrain width is just enough to design two RV camps, and only two RV camps in the square area will cause a waste of area. At the same time, in order to meet the needs of the market, the design should distinguish between the advanced independent RV camp, group RV camp and public RV camp, as well as the relatively independent parts, which is also the difficult part of our design.

Therefore, combined with the above thinking and problems, we put the plot at the bend of the road, the plot is square design as a public RV camp; the narrow plot distributed along the road, designed as a senior independent RV camp. The wide area connected in the long and narrow areas is designed as a group area. In the rectangular area along the road, because of the geographical location, designed as a senior independent camping site, while the wider area at the end of the narrow road, can make the interior RV traffic smooth, but also as a group RV camp area. In the entrance area designed the public RV camp, according to the terrain design for circular road system, make the road system more complete at the same time, also can be used as low-end private RV camp, circular road enclosed area camp can also be used as a public lawn area, not only let visitors can enjoy RV camping and tent camping, at the same time can experience in RV tents. For the equipment configuration of RV camps, separate advanced RV campsites are designed, designed in depth on the foundation, injecting different features and functional zones into different camps, highlighting the respective areas.

#### **4.3. Sum Up**

The later plan is on the basis of the medium term, in the RV camp design corresponding equipment design, such as public toilet, shower, laundry, RV centralized sewage station and parking space. In the architectural design, the tourist center, the boutique B & B area and the high-end B & B area should design different buildings and interior layout according to the different functions. In the children's activity center, various activity facilities should be designed to enrich the content of the children's activity center. In the starry sky camp, design camping tent areas and wooden houses with different themes, while equipped with the corresponding activity area, to provide barbecue, picnic, games, children's amusement, bonfire party and other recreational activities. The setting of entertainment activities should focus on reflecting the regional characteristics and cultural resources. Finally, Photoshop, AI and other software. Based on the color drawing, analyze the traffic flow diagram, dynamic diagram and functional analysis diagram; write and publish the paper.

### **5. Conclusion—Project Completion**

In this topic of innovation and entrepreneurship, based on the specific terrain planning and design, through the renewal and transformation of the old buildings, the rational use of rural resources, while the rural construction and industry are closely combined, which has the necessity and reference significance for the reconstruction and utilization of rural buildings.

The purpose of this project is to design the site to plan and layout the landscape and explore the valley terrain.

Writing of the paper "Under the Eider Crane Mountain" -Exploring the landscape planning and design of the Eider Crane Mountain valley plot in Changhong Township " was completed during the project, And it was published in Scientific Journal of Economics and Management Research magazine. A complete set of project plans was designed, including preliminary research, design concepts, CAD drawings and color plans.

Project fit the national strategy of "rural revitalization" and "beautiful countryside", the use of the rural landscape resources, history and culture and local characteristics of star advantage, into the star camp characteristic tourism industry, high standards to build rural tourism destination, for the development of rural ecological tourism, provides a strategy. At the same time, the waste factories in rural areas have not been well developed and utilized for a long time. The houses in the area are dilapidated, overgrown with weeds and waste land resources, which is an urgent aspect of the rural environment. Through the transformation of the old rural factories, the regional environment is optimized to provide a reference case for the construction of "beautiful countryside".

## References

- [1] Qin Hongling. Nostalgia: the unique emotional value of architectural heritage [J]. Journal of Union University (Humanities and Social Sciences Edition), 2015(4):58-63.
- [2] Shi Shaohua, Pei Xiaoyu. Research on the integration development of traditional village living protection and utilization and tourism [J]. Journal of Kunming University of Science and Technology (Social Science Edition), 2020(10):103-108.
- [3] Yu Yuchun, Jiang Hui. Exploration of landscape planning and design of automobile campgrounds: the example of "Jiangzhou automobile campground in Fengshan County"[J]. Modern Horticulture, 2020, (5):127-128.