



Application Research on Rural Tourism Landscape Planning under the Guidance of Pastoral Complex

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DOI: 10.32629/asc.v5i6.3449

Abstract: As an important model for rural revitalization, the pastoral complex integrates modern agriculture, rural tourism, and community functions to achieve ecological protection and industrial integration. This study explores rural tourism landscape planning strategies under the pastoral complex from both theoretical and practical perspectives, proposing planning methods based on ecological and cultural integration to provide references for rural economic development, cultural heritage preservation, and sustainable development.

Keywords: pastoral complex; rural tourism; landscape planning

1. Introduction

The pastoral complex is a critical practical model for rural revitalization, integrating modern agriculture, rural tourism, and pastoral communities to promote industrial synergy and sustainable development. This study focuses on rural tourism landscape planning strategies, aiming to explore effective approaches to ecological protection and cultural heritage preservation to support rural economic and social development.

2. Theoretical Basis and Concept Analysis

2.1 Definition and Characteristics of Pastoral Complex

The pastoral complex is a rural integrated development model that combines modern agriculture, rural tourism, and pastoral communities. It aims to promote agricultural development through tourism, achieving the integration of primary, secondary, and tertiary industries. This model integrates dispersed resources in rural areas, constructs tourism destinations, extends the industrial chain, and drives local economic development comprehensively while serving as an important platform for urban-rural interaction.

In 2013, the “Pastoral Oriental” project in Wuxi first introduced this model, pioneering the construction of pastoral complexes. In 2017, the pastoral complex was officially included in the No. 1 Central Document as an innovative strategy to promote rural revitalization, gaining widespread attention. Compared to traditional rural tourism, the pastoral complex emphasizes deep integration among modern agriculture, rural tourism, and community development, achieving comprehensive operations through cross-industry and multifunctional planning.

The pastoral complex exhibits distinct characteristics of industrial integration. The primary industry focuses on agriculture as its foundation, optimizing production structures and agricultural facilities. The secondary industry involves handicrafts and agricultural product processing, extending the industrial chain. The tertiary industry centers on rural tourism, promoting cultural and ecological education through agricultural activities. This comprehensive model not only meets the demand for sustainable rural resource development but also provides new momentum for rural economic and social development.

2.2 Essence and Characteristics of Rural Tourism

Rural tourism is a form of tourism based on rural spaces, with its core lying in the unique characteristics rooted in rural lifestyles and ecological environments. Unlike other forms of tourism, rural tourism emphasizes the originality of natural environments, the authenticity of traditional labor, the simplicity of folk customs, and the locality of agricultural products. These “pristine, authentic, pure, and local” rural traits form its core appeal.

Through rural tourism, visitors can enjoy pastoral landscapes, understand rural cultures, and participate in agricultural activities, fulfilling their desire to reconnect with nature. This type of tourism combines ecological and cultural aspects, protecting rural traditions while injecting vitality into rural economies.

2.3 Relationship Between Pastoral Complex and Rural Tourism

The pastoral complex is closely related to rural tourism and represents an important upgrade of rural tourism. Both focus on rural spaces and emphasize recreational functions, but they differ in development models and objectives. The pastoral complex centers on the “modern agriculture + rural tourism + pastoral community” triad, achieving comprehensive rural development through cross-industry integration, while traditional rural tourism often relies on existing resources and is limited to sightseeing and recreation.

The pastoral complex further emphasizes the integration and innovation of industries and spaces, involving modern enterprises in constructing a tourism-driven comprehensive development model. Compared to traditional rural tourism, it places greater emphasis on ecological protection, cultural exploration, and multifunctional coordination.

Although traditional rural tourism has limitations, its decades of development experience provide valuable lessons for the pastoral complex. Building on successful practices in rural tourism, the pastoral complex extends industrial chains and diversifies functions, contributing to rural economic revitalization and social progress.

3. Current Status of Domestic and International Research and Reviews

3.1 Domestic Research Overview

Research on pastoral complexes in China mainly focuses on economics, agriculture, planning, and tourism. Although the research period has been relatively short, the outcomes have been concentrated. Since the concept of pastoral complexes was proposed in 2017, related studies have grown rapidly, focusing on key themes such as industrial integration, planning and design, and development models. Scholars have proposed the framework of “agriculture + cultural tourism + real estate,” emphasizing multifunctional development pathways for pastoral complexes.

For example, Zhang Cheng’s *Introduction to New Pastoralism and Practices of Pastoral Complex* systematically elaborates on the theories and practices of pastoral complexes [1]. Sun Wenhua’s *Featured Towns: Pastoral Complexes* analyzes policies, plans, and case studies, providing development references for pastoral complexes [2]. Additionally, some papers explore regional practices, such as planning path studies based on the Shenyang Dao Meng Pastoral Complex [3], and functional innovation analyses of pastoral complexes from the perspective of agricultural tourism.

Although certain achievements have been made, research remains primarily theoretical and model-based, with insufficient depth in interdisciplinary studies and innovation. Research on the adaptability of pastoral complexes in resource-limited areas needs to be strengthened to provide more targeted strategies and practical guidance for their construction.

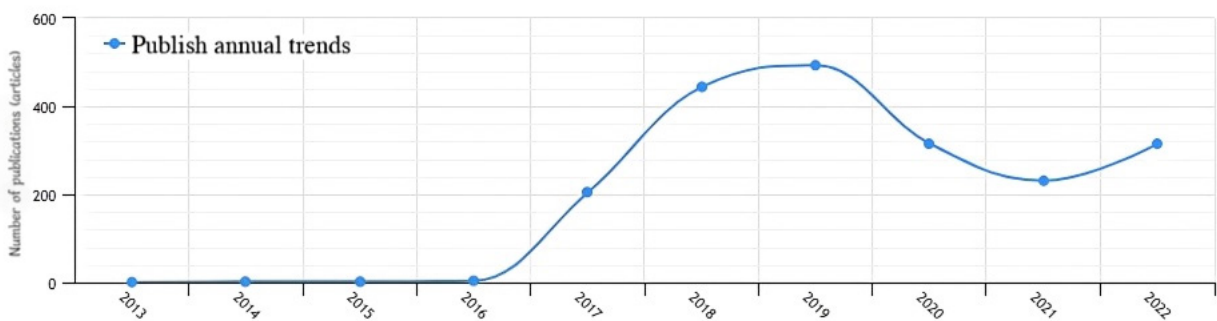


Figure 1. Overall Trend Distribution of “Pastoral Complex” Related Research Outcomes (Source: CNKI)

3.2 International Research Overview

Research on pastoral complexes and rural tourism abroad started relatively early, focusing on Europe, the Americas, and East Asia. In the late 19th century, rural tourism emerged as an important way to escape urban industrialization, first appearing in the Alps in Europe and rural areas of the United States and Canada. Since the 1970s, the rise of sustainable development concepts has driven the ecological transformation of rural tourism, with research focusing on sustainable development, driving mechanisms, and community impacts.

For example, Bernard Lane proposed that rural tourism involves not only activities in rural areas but also cultural heritage and ecological protection. Paul Cloke explored the socio-cultural significance of rurality and urban-rural relationships. Specific to pastoral complexes, Western studies emphasize multifunctional agriculture and rural revitalization, highlighting

community participation and resource integration.

These studies provide theoretical foundations for the practice of pastoral complexes in China, particularly in ecological protection and industrial integration, offering valuable experiences for localized applications.

4. Rural Tourism Planning Strategies Under the Guidance of Pastoral Complexes

4.1 Landscape Planning Principles

The landscape planning of pastoral complexes should preserve natural landforms and ecological environments, ensuring rural landscapes retain their original characteristics. By maintaining vegetation, water bodies, and other elements, planning minimizes artificial interventions and fosters harmony with nature. It should also incorporate local history, folklore, and traditional agriculture into designs to highlight cultural value and enhance appeal.

The functional integration of rural spaces is another key aspect of planning. By combining ecological conservation, agricultural production, and community living functions, modern agriculture, leisure tourism, and community facilities can be rationally arranged to create a comprehensive environment that balances productivity and livability for both residents and visitors. The concept of sustainable development runs through the entire planning process, utilizing green technologies, resource recycling, and eco-friendly farmland designs to reduce environmental impacts while achieving economic benefits, laying a foundation for the long-term development of rural areas.

4.2 Design Expression Methods

The design expression of pastoral complexes centers on ecological protection and cultural inheritance. Designs must respect the original terrain and natural features, extending the rural natural landscape and achieving harmony between humans and nature through protective modifications, such as integrating natural landscapes into functional spaces to avoid large-scale development.

The design should also emphasize regional characteristics by uncovering local historical and agricultural elements and integrating them into architecture, public spaces, and landscape features to enhance tourism appeal. Iconic structures can adapt historical sites into lodgings, exhibition halls, and other facilities, creating cultural spaces that blend the old and the new. Additionally, design efforts should revolve around agricultural activities and cultural displays, creating interactive tourism projects while moderately incorporating modern living elements to meet visitors' needs for comfort and cultural depth. This approach balances ecological preservation with economic development.

4.3 Case Studies

Wuxi's "Pastoral Oriental" Peach Village leverages its peach resources by integrating agriculture, tourism, and technology, developing specialty agriculture and creative agricultural products, enhancing value-added and solving employment issues while building a regional brand. Taiwan's Shangri-La Farm focuses on eco-tourism, blending agriculture and cultural resources. Through diversified operations and cultural activities, it promotes rural cultural revival. Both cases demonstrate how pastoral complexes achieve the integration of agriculture and tourism on the basis of ecological protection and cultural exploration, providing strong support for sustainable rural economic development.

5. Research Innovation and Future Prospects

This study proposes a "people-oriented" design method for pastoral complex landscape planning, emphasizing cultural and ecological integration while optimizing industrial models. Future efforts should combine technology with traditional culture, address uneven resource utilization, and adapt international experiences locally. Enhancing participation, promoting policies, and fostering industrial synergy can establish sustainable platforms for rural revitalization.

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