

Research on the Empowerment of Intangible Cultural Resources in Nanzhang County for the Landscape Design of Traditional Villages

Ping Zhang, Yuzhou Liu

Wuhan Vocational College of Commerce and Trade, Wuhan 430205, Hubei, China

DOI: 10.32629/asc.v5i6.3445

Abstract: Intangible cultural resources are precious cultural heritages in various regions of China and contain profound artistic values. This paper focuses on the empowering role of intangible cultural resources in the landscape design of traditional villages. Through sorting out the current situation of intangible cultural resources and landscape design in Nanzhang County, it points out the value and significance of integrating intangible cultural resources into the landscape design of traditional villages and puts forward design suggestions, aiming to explore new ideas for the landscape design of traditional villages under the background of the new era.

Keywords: Intangible cultural resources; landscape design; Nanzhang County

1. Introduction

With the acceleration of urbanization in China, intangible cultural resources are gradually being neglected. The report of the 20th National Congress of the Communist Party of China proposed to utilize intangible cultural resources to promote the construction of humanistic cities. As an area rich in resources, integrating intangible cultural resources into landscape design in Nanzhang County is of great significance for improving the village landscape, protecting and inheriting culture, and is a key strategy for rural revitalization. This move helps to highlight the humanistic color of the city and promote high-quality development.

2. Current Situation of Intangible Cultural Resources and Landscape Design in Nanzhang County

2.1 Rich Intangible Cultural Resources with Distinctive Regional Characteristics

Nanzhang County has 73 intangible cultural heritage protection projects, covering multiple fields, including 1 national-level project, 5 provincial-level projects, 13 municipal-level projects, and 54 county-level projects. For example, the Wuyin Trumpet, the Weeding Gongs and Drums, etc., all show the unique regional culture and artistic charm of Nanzhang County. In recent years, the Bureau of Culture and Tourism of Nanzhang County has actively promoted the activity of intangible cultural heritage entering scenic spots, providing strong support for the dissemination and development of intangible cultural heritage and effectively protecting and inheriting these high-quality intangible cultural heritages.[1]

2.2 Significant Environmental Advantages but Single Landscape Expression

Nanzhang County is located at the eastern foot of the Jingshan Mountains, with unique landforms and a beautiful ecological environment. It has natural landscapes such as the Xiangshui River and the Qingliang River. However, the landscape design is slightly lacking in humanistic sentiment, failing to fully utilize the rich intangible cultural resources, resulting in a single landscape expression and a lack of cultural depth. Although rich in natural resources, the lack of humanistic elements makes the overall landscape design of Nanzhang County rather monotonous.[2]

3. Value Analysis of the Empowerment of Intangible Cultural Resources for the Landscape Design of Traditional Villages

3.1 Enhancing the Cultural Connotation of the Landscape

The intangible cultural resources in Nanzhang County provide rich materials and inspiration for landscape design. Integrating intangible cultural heritage projects such as the Wuyin Trumpet, the Stilt Flower Drum, the Dragon Lantern Dance, and Nanzhang Paper-cutting into landscape design can not only enhance the local characteristics of the landscape but also improve tourists' cultural experience and sense of identity, enabling tourists to deeply understand the historical culture and

folk customs of Nanzhang while enjoying the beautiful scenery.

3.2 Strengthening the Characteristics and Attractiveness of the Landscape

With the development of the tourism industry, tourists' demand for cultural experiences is increasing day by day. Integrating intangible cultural resources into landscape design can meet tourists' pursuit of in-depth cultural experiences and enhance the attractiveness of scenic spots. This design method can stimulate tourists' interest and curiosity, prolong their stay time, and enrich their tour experience.[3]

3.3 Promoting the Inheritance and Development of Local Culture

Showing intangible cultural resources through landscape design can not only effectively protect these precious cultural heritages but also provide a new platform for the inheritance and development of intangible cultural heritage projects. Landscape design has become a new carrier for the inheritance of intangible cultural heritage projects, helping to promote its innovation and development.

3.4 Promoting the Development of the Local Tourism Industry

The integration of intangible cultural resources can improve the cultural quality and attractiveness of scenic spots, form a brand effect, and provide economic support and a social environment for the inheritance and development of intangible cultural heritage projects. At the same time, this design method can also promote the prosperity of the local tourism industry and drive the development of related industries.

4. Ideas and Suggestions for the Empowerment of Intangible Cultural Resources for the Landscape Design of Traditional Villages

4.1 Building Outdoor Theme Exhibition Halls

In urban landscape design, an intangible cultural heritage theme park can be constructed to centrally display the charm of intangible cultural heritage in Nanzhang County. The exhibition hall should clarify its theme and positioning, carefully select representative intangible cultural heritage projects for classified display. At the same time, introduce modern technologies such as VR and AR to enhance the interactivity and interest of the exhibition. Set up interactive experience areas, such as paper-cutting workshops and handmade paper technique demonstration areas, so that visitors can personally experience the charm of intangible cultural heritage projects and enhance their understanding and love for Nanzhang culture.

4.2 Remodeling the Design of Villages' Parks and Squares

Integrate intangible cultural heritage elements into the design of rural parks and squares, such as setting up characteristic landscape sketches (carvings, sculptures, etc.) to improve cultural quality and artistic value. Set up areas such as traditional dance performance stages to allow villagers and tourists to personally experience the charm of Nanzhang's intangible cultural heritage. These designs can not only become the highlights of parks and squares but also create a strong Nanzhang cultural atmosphere, promoting the inheritance of intangible cultural heritage and local cultural identity.[4]

4.3 Integrating into Traditional Village Buildings and Public Facilities

Integrate intangible cultural heritage elements into the design of traditional village buildings and public facilities, such as paper-cutting patterns and the shapes of Wuyin Trumpets, to create rural business cards with Nanzhang characteristics. Adopt elements such as dragon lanterns in road and urban lighting design to add a unique cultural atmosphere and make urban buildings more rich in regional characteristics. This design method not only enriches the cultural heritage of the landscape but also enables villagers and tourists to come into contact with intangible cultural heritage resources in daily life, improving the cultural connotation and recognition of rural and urban areas.

5. Conclusion

Intangible cultural resources are precious cultural heritages in Nanzhang County. Integrating them into the landscape design of traditional villages can not only enhance the cultural connotation and attractiveness of the landscape but also promote the inheritance and development of local culture and the prosperity of the local tourism industry. As designers, they should fully explore and utilize these intangible cultural resources and integrate them into landscape design to achieve the organic combination of humanity, nature and landscape and inject new vitality and charm into rural construction.

Acknowledgments

This paper is part of the Philosophical and Social Science Research Project of Colleges and Universities in Hubei Province: Research on the Empowerment of Intangible Cultural Heritage Resources in Nanzhang County for the Landscape Design of Traditional Villages (Project No.: 21G277)

References

- [1] Yan Jiying. Analysis on the Technique Expression of Linfen Woodblock New Year Pictures [J]. *Beauty & Times: Art Journal (Middle)*, 2017(5).
- [2] Jing Zhongjie. Landscape Design of the Southern Song Yuezhou Kiln Site Park Based on the Inheritance of Regional Culture [D]. Hunan Institute of Science and Technology, 2021.
- [3] Jiao Zhongning. Research on the Role of Special Tourism Projects in Improving the Tourism Attractiveness of Scenic Spots [D]. Anhui University [December 19, 2024].
- [4] Gong Lei. Innovative Research on Urban Water Landscape Design — Taking Jinan City as an Example [D]. Shandong Institute of Light Industry, 2012.

Author Bio

Zhang Ping, female, born in October 1979, is a professor. She is from Suizhou, Hubei Province. She has a bachelor's degree and is engaged in the research on the innovation of traditional culture and the development of design.