

Article

Research on the Collaborative Development of Rural Tourism and Landscape Architecture Development and Operation - Based on the Logical Analysis of Landscape Architecture Operation Boosting Rural Tourism

Sihai Wu ^{1,*} and Qiong Wu ^{2,†}

¹ Fujian Zuimei Rural Tourism Investment Co., Ltd., Xiamen, 361005, China

² Xiamen Sanwuqiu Cultural Tourism Development Co., Ltd., Xiamen, 361005, China

* Correspondence: Sihai Wu, Fujian Zuimei Rural Tourism Investment Co., Ltd., Xiamen 361005, China

† These authors contributed equally to this work

Abstract: Against the backdrop of rural revitalization and the high-quality integration of culture and tourism, rural tourism has become a crucial carrier for activating endogenous rural dynamics and promoting the flow of urban-rural elements. Landscape architecture serves as the core support for enhancing landscape quality, ecological protection, and the inheritance of local culture in rural tourism. This paper takes the synergistic symbiotic relationship between the two as its entry point to elucidate the internal logic by which landscape architecture operations empower rural tourism development. It analyzes existing problems in their integrated development, such as disconnection in planning, singular operation models, and insufficient cultural excavation. Combining typical case studies, the paper proposes optimization strategies to provide theoretical and practical references for improving the quality and efficiency of rural tourism and supporting comprehensive rural revitalization.

Keywords: rural tourism; landscape architecture; development and operation; synergistic development; internal logic; optimization pathways

1. Introduction

The acceleration of urbanization and the upgrade of residents' consumption structures towards spiritual fulfillment have made "returning to nature and experiencing rural charm" a mainstream leisure demand among urban residents, laying a market foundation for rural tourism development. Rural tourism, with its core attractions being rural natural ecology, farming culture, and folk customs, derives its core value from its "rural character" and "ecological nature," serving as a vital bridge connecting urban and rural areas and facilitating element circulation.

As the core of the rural landscape system, landscape architecture acts as a nexus linking natural ecology with humanistic heritage. Its operation is not merely about landscape maintenance but focuses on ecology, practicality, and rural authenticity. Through scientific planning, refined management, and value excavation, it transforms rural natural and humanistic resources into tourism resources. This drives the transformation of rural tourism from "extensive sightseeing" to "refined experiences" and "high-quality vacations," achieving a win-win situation for ecological, economic, and social benefits [1].

Currently, although the integrated development of both has achieved certain results, with typical cases such as the Beijing Cement Plant Garden and Taiping Village in Gao County, Chengdu emerging, the overall progress remains at a primary stage. Issues such

Received: 01 January 2026

Revised: 24 February 2026

Accepted: 08 March 2026

Published: 11 March 2026



Copyright: © 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

as disconnection between planning and design, singular operation models, superficial excavation of local culture, and a shortage of professional talents still constrain the realization of synergistic value. Based on this, this paper explores the internal logic and optimization pathways for landscape architecture operations empowering rural tourism, providing insights for their deep integration.

2. Core Correlations Between Rural Tourism and Landscape Architecture Development and Operation

The two share a natural synergistic symbiotic relationship, mutually dependent and empowering. Their core correlations are reflected in three dimensions: ecology, landscape, and industry, forming the core support for the high-quality development of the rural cultural tourism industry.

2.1. Ecological Dimension: Ecological Foundation and Sustainable Guarantee

The core attraction of rural tourism stems from its pristine natural environment. Landscape architecture improves the rural ecology and living environment through measures such as vegetation restoration, water system governance, and biodiversity conservation, creating original rural landscapes and solidifying the ecological foundation for rural tourism. Simultaneously, by establishing long-term ecological maintenance mechanisms, regulating visitor capacity, and standardizing tourist behavior, it avoids ecological damage and achieves sustainable utilization of ecological resources. For instance, the Beijing Cement Plant Garden adheres to ecology-first principles, employing ecological engineering methods to protect native vegetation and restore ecological corridors, achieving a virtuous cycle between ecological protection and tourism development [2].

2.2. Landscape Dimension: Core Attractions and Experience Carriers

The core product of rural tourism is landscape experience. Landscape architecture integrates rural nature with humanistic elements such as farming, folklore, and ancient architecture to construct a composite landscape system, meeting tourists' dual experience needs. Unlike urban gardens, rural landscape architecture emphasizes preserving local characteristics. Through the combination of native plants, restoration of ancient buildings, and the creation of farming landscape belts, it transforms landscapes from "passive viewing" to "active experiencing." Taiping Village in Gao County, Chengdu, leveraging its terraced fields and residential features, created regionally distinctive landscapes through landscape restoration and style renovation, significantly enhancing the attractiveness of rural tourism.

2.3. Industrial Dimension: Industrial Support and Value Extension

Landscape architecture operations not only directly drive core tourism industries such as landscape sightseeing and leisure vacations but also indirectly promote the upgrading of supporting industries like catering, accommodation, and agricultural product processing, achieving diversified extension of industrial value. Simultaneously, it promotes the deep integration of "agriculture + tourism + culture," facilitating the transformation of rural cultural resources into tourism products and enriching industrial connotations. The Beijing Cement Plant Garden incorporated business formats such as pastoral complexes, homestays, and cultural and creative experiences into its operations, driving the development of local catering and accommodation industries, thereby achieving dual improvements in output value and employment [3].

3. Internal Logic of Landscape Architecture Operations Empowering Rural Tourism Development

Landscape architecture operations empowering rural tourism development follow the core logic of "ecology first, culture as the soul, experience as king, and sustainable development." By exerting force in four dimensions-resource transformation, value empowerment, scene creation, and industrial linkage-it achieves the effective conversion of landscape resources into tourism products, promoting the transition of rural tourism from "resource-driven" to "operation-driven."

3.1. Logic of Resource Transformation: Precise Conversion from "Landscape Resources" to "Tourism Products"

Rural landscape resources are not naturally tourism products; they require precise conversion through landscape architecture operations. The core lies in advancing in three steps based on resource endowments and market demands: first, sorting and screening core resources with uniqueness and experiential value to clarify development potential; second, planning and designing landscape products combining market consumption demands and preferences to avoid blind development; third, achieving refined operations through perfecting supporting facilities and standardizing management to ensure the quality of tourism products [4]. Taiping Village in Gao County, Chengdu, sorted out resources such as terraced fields and folklore, creating products like sightseeing and farming experiences based on market demands, effectively realizing the conversion of landscape resources into tourism products.

3.2. Logic of Value Empowerment: Comprehensive Upgrade from "Single Landscape" to "Multidimensional Value"

Traditional rural landscape architecture values were limited to ecological protection and landscape appreciation. Landscape architecture operations, through diversified means, achieve four-dimensional value empowerment: ecological, cultural, economic, and social. Ecological empowerment maintains ecological balance, providing guarantees for tourism development; cultural empowerment excavates local culture, achieving living inheritance and enhancing the cultural connotation of tourism; economic empowerment drives income growth for farmers and village collectives; social empowerment optimizes the living environment and improves rural governance levels. The Beijing Cement Plant Garden introduced the concept of "front-loading operational thinking," integrating these four dimensions of value into the entire operation process, achieving a synergistic enhancement of multidimensional values.

3.3. Logic of Scene Creation: Deep Integration from "Static Landscapes" to "Dynamic Experiences"

The paradigm of rural tourism has shifted from traditional sightseeing to experiential participation. Through strategic scene creation, landscape architecture operations bridge the gap between static environments and dynamic activities. This is realized through a tripartite framework: natural immersion (hiking/camping), cultural resonance (heritage workshops), and leisure integration (boutique homestays). In recent innovative practices, the application of "multi-sensory experience design" has become a pivotal tool. By constructing scenes that engage all five senses, landscape operations can transform static rural assets into vibrant, high-value tourism products, meeting the sophisticated demands of modern travelers.

3.4. Logic of Industrial Linkage: System Construction from "Individual Operation" to "Synergistic Development"

Landscape architecture operations are deeply integrated with rural tourism and related sectors such as agriculture and cultural creativity, fostering a synergistic "landscape + tourism + industry" development ecosystem. Vertically, a symbiotic cycle is established: landscape architecture provides the essential aesthetic and functional support

for tourism, while tourism generates the revenue and market demand necessary to sustain landscape operations. Horizontally, it facilitates cross-sectoral integration, enabling the development of immersive agritourism experiences and cultural-creative products. Taiping Village in Gao County, Chengdu, exemplifies this by constructing an industrial chain of "agricultural foundation + landscape carrier + tourism extension," which has significantly increased local industrial output. Current industry practices and regional development guidelines increasingly emphasize enhancing synergy through a multi-stakeholder model characterized by "government guidance, corporate leadership, and community participation."

4. Existing Problems in the Integrated Development of Rural Tourism and Landscape Architecture Development and Operation

The integrated development of both still faces numerous prominent problems that intertwine and constrain the realization of synergistic value, hindering the high-quality development of rural tourism. These are specifically reflected in four aspects.

4.1. Disconnection in Planning and Design, Lacking Synergy and Specificity

In some regions, phenomena such as "emphasizing planning over operation" and "prioritizing landscapes over demands" exist. Landscape architecture planning copies urban garden concepts, excessively pursuing urbanization while neglecting rural characteristics, leading to landscape homogenization. Planning for landscape architecture and rural tourism remains independent, failing to combine with tourism market demands, making it difficult to convert landscapes into tourism products. Some plans detach from local resource endowments and economic levels, lacking systematicity and operability, making them difficult to implement.

4.2. Singular Operation Models, Lacking Innovation and Sustainability

Most regions still rely primarily on traditional landscape viewing, lacking experiential products, resulting in low tourist participation and short stay durations. The industrial chain is incomplete, with insufficient cultivation of supporting industries and low industrial added value. Capital investment relies solely on government finance, with low participation from social capital and insufficient funds for landscape maintenance. Operating entities lack innovation and marketing awareness, managing extensively without fully utilizing new media for promotion, resulting in limited market influence.

4.3. Insufficient Excavation of Cultural Connotations, Low Distinctiveness

Some regions excessively pursue landscape ornamental value, neglecting the excavation and integration of local cultural elements such as farming, folklore, and intangible cultural heritage, leaving landscapes devoid of cultural connotations. The excavation of cultural resources remains superficial, failing to deeply explore core connotations and contemporary values, nor integrating them deeply with landscape creation and tourism experiences, leading to a prominent phenomenon of "a thousand villages looking alike." Even Taiping Village in Gao County, Chengdu, faces issues such as shallow cultural excavation and insufficient experience carriers, constraining the creation of distinctive brands.

4.4. Shortage of Talent Reserve, Low Level of Operation and Management

Poor conditions in rural areas regarding salaries and development spaces make it difficult to attract urban professionals in landscape planning and operation management. Local talents lack systematic professional training, possessing insufficient cultural literacy and professional skills to meet the needs of integrated development [4]. This leads to unreasonable landscape design, extensive operation management, and low tourism service quality, further constraining the pace of integrated development.

5. Optimization Pathways for Landscape Architecture Operations Empowering Rural Tourism Development

Combining existing problems with the internal logic of synergistic development between the two, and drawing on experiences from typical cases, this paper proposes targeted optimization pathways from five dimensions: planning, operation, culture, talent, and funding, to promote their deep integration and high-quality development.

5.1. Strengthen Planning Synergy to Create Targeted Landscape Products

Adhere to the principles of "synergistic planning, adapting to local conditions, demand orientation, and feasibility." Incorporate landscape architecture planning into the overall rural tourism plan, coordinating needs for ecological protection, tourism development, and villagers' lives to achieve seamless connection. Abandon urban garden concepts, base designs on local resources and cultural characteristics to create distinctive landscapes and avoid homogenization. Integrate operational needs into the entire planning and design process to ensure implementation. Establish supervision and dynamic adjustment mechanisms for plan implementation, optimizing plans timely based on market and rural development realities.

5.2. Innovate Operation Models to Construct a Diversified Industrial System

Create a diversified operation model of "sightseeing + experience + vacation," developing experiential products such as farming activities, intangible cultural heritage, and parent-child interactions to extend tourist stay durations. Promote deep integration of landscape architecture operations with agriculture, cultural creativity, and wellness industries to extend the industrial chain and enhance added value. Establish a diversified capital investment model of "government guidance, enterprise leadership, social participation, and villager self-raising," introducing professional operation teams and strengthening new media marketing. Draw on smart operation experiences, introduce digital technologies to achieve intelligent landscape maintenance and visitor management, improving operational efficiency and tourist experiences.

5.3. Deeply Excavate Cultural Connotations to Create Distinctive Landscape Brands

Comprehensively sort out rural cultural resources such as farming, folklore, and intangible cultural heritage, excavating core connotations and contemporary values to screen resources with development potential. Integrate cultural elements into landscape creation, experience projects, and service details to create immersive cultural experience scenes, achieving living cultural inheritance. Combine local advantages to create distinctive landscape brands, enhancing visibility and influence [5]. Organize folk festivals and intangible cultural heritage performances, combined with new media promotion, to bring rural culture out of the countryside and enhance brand cultural influence.

5.4. Strengthen Talent Cultivation to Improve Operation and Management Levels

It is crucial to attract and retain skilled professionals to enhance the overall operation and management capacity of rural development projects. This can be achieved by introducing comprehensive preferential policies covering competitive salaries, affordable housing, and quality educational opportunities for children, making rural settlements more appealing to urban professionals. Additionally, cooperation with universities and vocational colleges should be strengthened to provide targeted and practical training programs. Industry experts can be invited to offer professional guidance, while local villagers are encouraged to actively participate in operational and service roles, ensuring community involvement and capacity building. Establishing robust talent incentive mechanisms, including clear assessment criteria, fair evaluation processes, and equitable compensation distribution systems, will provide continuous development opportunities,

retain top talent, and ultimately build a stable, highly skilled, and professional operation and management team capable of driving sustainable rural development.

5.5. Strengthen Financial Guarantees to Perfect Infrastructure Supporting Facilities

It is essential to integrate financial resources from multiple channels, including government allocations, social capital, enterprise investments, and villager self-raising, to substantially increase funding for rural development. These funds should be strategically directed toward landscape restoration, construction of essential facilities, and cultivation of professional talent to support sustainable development. At the same time, efforts should be made to improve rural infrastructure comprehensively, covering transportation networks, tourism service facilities, and ecological environmental protection systems, thereby enhancing both accessibility and the quality of tourist experiences. Moreover, establishing rigorous fund management and supervision mechanisms is crucial to ensure that all resources are used efficiently, transparently, and strictly for their designated purposes, preventing misallocation or wastage and maximizing the socio-economic benefits of investments in rural areas.

6. Conclusion and Outlook

6.1. Conclusion

There exists a natural synergistic symbiotic relationship between rural tourism and landscape architecture operations. Through the four internal logics of resource transformation, value empowerment, scene creation, and industrial linkage, landscape architecture operations promote the conversion of rural landscape resources into tourism products, aiding the transformation and upgrading of rural tourism, and achieving a win-win for ecological, economic, and social benefits. Currently, the integration of both faces problems such as planning disconnection, singular operations, insufficient cultural excavation, and talent shortages. By strengthening planning synergy, innovating operation models, deeply excavating cultural connotations, enhancing talent cultivation, and reinforcing financial guarantees, these problems can be effectively solved. This will promote their deep integration, enhance the competitiveness of rural tourism, and inject momentum into comprehensive rural revitalization.

6.2. Outlook

With the deepening promotion of rural revitalization and the integration of culture and tourism, the integrated development of both will usher in broader spaces, presenting development trends of "ecologization, experientialization, culturalization, and intelligentization." In terms of ecologization, greater emphasis will be placed on ecological protection, promoting the industrialization of ecology and the ecologization of industries. Regarding experientialization, more immersive and interactive experience scenes will be created to meet diversified demands. In terms of culturalization, the excavation and inheritance of local culture will be deepened, making landscape architecture a carrier for rural cultural dissemination. Concerning intelligentization, digital technologies will be widely applied in operations and development, achieving intelligent management and services. In the future, it is necessary to further strengthen theoretical research and practical exploration, perfect integrated development models and pathways, promote higher-quality synergistic development between the two, and provide stronger support for comprehensive rural revitalization.

The synergistic development of rural tourism and landscape architecture development and operation represents an inevitable choice for high-quality, integrated cultural and tourism development under the rural revitalization strategy. Moreover, it constitutes a crucial pathway to realizing the multifaceted value coexistence of rural ecology, economy, and culture. Their integration transcends simple resource superposition; it must be rooted in rural identity, centered on operational viability, and

aimed at sustainability. This approach requires breaking down industrial boundaries and planning barriers, enabling landscape architecture to become the core competitiveness of rural tourism, while allowing rural tourism to serve as a vital channel for releasing the value of landscape architectural resources. From a practical perspective, cases such as the Beijing Cement Plant Garden and Taiping Village in Gao County, Chengdu, demonstrate that genuine deep integration can only be achieved by grounding efforts in local resource endowments, integrating ecological protection and cultural heritage throughout the entire landscape architecture operation process, and simultaneously creating diverse experiential products that cater to tourism market demands. This development model can safeguard the rural natural environment and cultural roots, prevent rural tourism development from falling into the pitfalls of homogenization and excessive commercialization, and simultaneously drive rural industrial upgrading and increase villager incomes, thereby activating endogenous momentum for rural development. Ultimately, the coordinated development of rural tourism and landscape architecture must return to the core principle of being "rural-oriented, villager-centered." This ensures that the landscape is imbued with warmth, tourism possesses cultural depth, and development demonstrates resilience. It allows the countryside to retain its authentic, indigenous character while achieving comprehensive revitalization through high-quality development, truly becoming a beautiful and livable home suitable for living, working, and visiting.

References

1. G. Missingham, "Melbourne: Design Approaches and Methods,"
2. R. Liu, and X. Zhao, "Implementation Pathway of Harmony Village Planning and Case Analysis Based on Tourism Agriculture," In *Conference on High-Quality Urban Development and Beautiful Countryside Construction*, November, 2024, pp. 777-789. doi: 10.1007/978-981-95-2169-2_45
3. Y. Li, G. Shen, Y. Wang, Y. Chang, D. Mo, P. Xue, and L. Ding, "An integrated framework for evaluating landscape performance in tourism-oriented rural areas," *Scientific Reports*, 2025. doi: 10.1038/s41598-025-28784-y
4. V. Ingegnoli, "Upgrading Ecology-Economy and Planning Relationships," In *Landscape Bionomics and Planetary Health: A Human Health and Integrated Landscape Ecology Perspective*, 2026, pp. 323-344. doi: 10.1007/978-3-032-08908-3_12
5. J. Fang, "Dilemmas and Countermeasures in the Use of Construction Land in the Rural Tourism Development," *Forest Chemicals Review*, pp. 916-928, 2021.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of GBP and/or the editor(s). GBP and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.