

Exploring the Teaching of Rural Tourism Landscape Planning Course in the Context of Rural Revitalization



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Abstract: The rural revitalization strategy is one of the important strategies proposed by the Chinese government, aiming to promote rural economic development and improve farmers' living standards. And rural tourism, as an important part of the rural revitalization strategy, can not only promote rural economic development but also promote the local cultural inheritance and ecological protection. Among them, rural tourism landscape planning is an important part of rural tourism, and its teaching is getting more and more attention. This paper introduces the background and significance of rural tourism landscape planning teaching, course purpose and design, innovation and evaluation. Through actual cases and combined with practice, various aspects of rural tourism landscape planning teaching and evaluation methods are discussed in depth.

Keywords: rural tourism landscape planning; teaching design; practical teaching; evaluation methods

1. Introduction

With the acceleration of urbanization and the improvement of people's living standards, rural tourism has become an important leisure and lifestyle. Meanwhile, the strategy of rural revitalization has also received great attention from the government in recent years, aiming to promote rural economic development and improve the living standard of farmers. In this context, rural tourism landscape planning education has also gradually received widespread attention. Rural tourism landscape planning education focuses on practical and comprehensive teaching evaluation. Through the design of practical projects and the evaluation of students' team practice, it can help students better understand the practical application and practical projects of rural tourism landscape planning. At the same time, the discussion of rural tourism landscape planning teaching also provides a reference for relevant educators, so as to further promote the development of rural revitalization and rural tourism.

2. Connotation and value of rural tourism landscape planning course

2.1 Rural tourism landscape is an important part of rural revitalization

The rural revitalization strategy is a strategy launched by the Chinese government to comprehensively revitalize rural areas, aiming at promoting the integrated development of urban and rural areas and promoting the overall development of the rural economy and society. With the continuous acceleration of urbanization, more and more people have become interested in rural life and cultural values, which has promoted the rise of rural tourism. As the core of rural tourism, the rural tourism landscape has become an important factor to attract tourists. At the same time, the rural tourism landscape is also an important part of rural revitalization, which has an irreplaceable role in enhancing the rural economy and protecting rural culture and the ecological environment. In the process of rural revitalization, the construction of a rural tourism landscape can drive the development of

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the local service industry, agriculture, handicraft industry and other industries, thus promoting the development of the local economy. In addition, the creation of a rural tourism landscape, can also promote the development of local special industries, improve the income level of farmers and alleviate their poverty. The rural tourism landscape is also important for the protection of rural culture and the ecological environment. Through the rural tourism landscape, more people can understand and experience the local culture and natural environment, and raise the public's awareness and attention to the construction of ecological civilization and cultural heritage. In the process of urbanization, the difference between urban and rural areas is becoming more and more obvious, and the connection between urban and rural areas is becoming less and less. Through the rural tourism landscape, urban residents can understand and feel rural life and culture, and promote communication and integration between urban and rural areas. As an important part of rural revitalization, the rural tourism landscape has an irreplaceable role in enhancing the rural economy, protecting rural culture and the ecological environment, and promoting urban-rural communication and integration. Therefore, in the process of promoting rural tourism development and rural revitalization, attention should be paid to the creation of a rural tourism landscape.

2.2 The significance of rural tourism landscape planning teaching

Rural tourism landscape planning is a crucial part of rural tourism development, which involves the integration, development and utilization of rural tourism resources and is one of the core contents of rural tourism. Therefore, for rural tourism landscape planning, it is important to offer relevant teaching courses to cultivate students' practical ability and professionalism and promote rural tourism development and rural revitalization. The teaching course on rural tourism landscape planning can improve students' knowledge and understanding of rural tourism development. Through the course, students can understand the concept, principles, steps

and methods of rural tourism landscape planning, learn planning case analysis and practical project design, so as to fully understand the current situation and prospects of rural tourism development and master the basic theory and practical skills of rural tourism planning and development. The rural tourism landscape planning teaching course can cultivate students' practical ability and professionalism. Rural tourism landscape planning is a complex and comprehensive task, requiring students to have strong planning, design, communication, coordination and organizational skills. Through the design of teaching courses and the way of practical teaching, students' comprehensive quality and practical ability can be improved, and their innovative thinking and problem-solving ability can be cultivated. In addition, the teaching course of rural tourism landscape planning is of great significance to promote the development of rural tourism and rural revitalization. Rural tourism is one of the important ways to promote rural revitalization, while rural tourism landscape planning is one of the key links to rural tourism development. Through the design of teaching courses and the way of practical teaching, it can provide talent support and intellectual guarantee for the development of rural tourism, promote the smooth planning and development of rural tourism, and promote rural revitalization and rural economy (Wang & Peng, 2019). In the practice process of rural tourism, the rural tourism landscape planning teaching course cultivates students' practical ability and professionalism, promotes the development of rural tourism and rural revitalization, and provides effective assistance.

3. Teaching exploration of rural tourism landscape planning

3.1 Course teaching purpose

The teaching course of rural tourism landscape planning should focus on cultivating students' practical ability and professionalism, and improving students' awareness and contribution to rural tourism development and rural revitalization. On the one hand, it should cultivate students' understanding and

practical ability of rural tourism landscape planning. Through the design of teaching courses and practical teaching methods, students' understanding and mastery of the concepts, principles, steps and methods of rural tourism landscape planning should be improved, and their practical ability and professionalism should be cultivated. On the other hand, the course should enhance students' awareness and sense of contribution to rural tourism development. Through the way of course learning and practical teaching, students' knowledge and understanding of rural tourism development will be improved and their love for rural tourism landscape design will be stimulated (Xie, 2018).

3.2 Curriculum design

The curriculum design of rural tourism landscape planning teaching is very important, and through adequate curriculum design, students can learn and master the theory and practice of rural tourism landscape planning, so as to enhance rural landscape design planning ability. In terms of course content design, the course content of rural tourism landscape planning teaching needs to cover the basic concepts, current situation, trends and problems of rural tourism development, as well as the principles, steps and methods of rural tourism landscape planning. It should also include case analysis and practical project design of rural tourism landscape planning (Li & Chen, 2021). For specific cases, landscape planning schemes and implementation in different rural tourism development stages can be introduced to let students understand the practical applications and practical projects of rural tourism landscape planning. For example, taking Wuyuan County in Jiangxi Province as an example, the current situation and characteristics of rural tourism development in the county are introduced, as well as the case study and practical project design of rural tourism landscape planning in the county. Wuyuan County of Jiangxi Province is a national cultural city, a national AAAA tourist attraction and a national ecological county, with a unique natural landscape and rich historical and cultural heritage. The county has achieved good results in the development of rural

tourism by focusing on the discovery of tourism resources, planning of tourism routes and development of tourism products. In terms of teaching method design, the teaching method of rural tourism landscape planning teaching needs to focus on the combination of theory and practice and give full play to the role of case study and practical teaching. A variety of teaching methods can be used, such as classroom lectures, case studies, field trips and research, student team practice, etc. Through classroom lectures, students can understand the basic theories and methods of rural tourism landscape planning; through case studies, students can have an in-depth understanding of the practical applications and case studies of rural tourism landscape planning; through field visits and research, students can practically apply the knowledge and skills of rural tourism landscape planning (Huang, 2019); through student team practice, students can understand and master the practical work of rural tourism landscape planning and improve students' practical ability and professionalism. For example, in the case of Wuyuan County, Jiangxi Province, students can be arranged to visit and investigate the rural tourism landscape planning project in the county on-site to understand the planning background, planning scheme, planning implementation and other relevant information of the project. At the same time, students can design practical projects in groups, so that they can design rural tourism landscape planning schemes in small groups and apply the knowledge and skills they have learned in practice.

3.3 Course evaluation

The evaluation of rural tourism landscape planning teaching is an indispensable part of the course teaching. Through scientific evaluation, students' learning effects and practical ability can be comprehensively assessed and improved. Student performance assessment is an important evaluation method in rural tourism landscape planning teaching, which is mainly assessed through students' performance in classroom lectures, essay writing and practical project reports (Chen & Zhang, 2020). For example, in the case of Wuyuan County, Jiangxi

Province, student performance assessment can be achieved through essay writing, classroom performance, and practical project reports. The teacher understands the student's understanding and mastery of rural tourism landscape planning through the assessment of the above elements. Student team practice evaluation is another important evaluation method in rural tourism landscape planning teaching, which is mainly evaluated through students' performance in practice projects and practice results. In the practice project, students can design rural tourism landscape planning schemes in groups and apply their learned knowledge and skills to explore the practical problems and challenges of rural tourism development (Yao & Qian, 2020). For example, in the case of Wuyuan County, Jiangxi Province, students can be arranged in groups to design rural tourism landscape planning schemes in Wuyuan County, and their practical skills and teamwork can be evaluated in the practice process through their performance in project planning, implementation, and presentation of results. Self-evaluation and teaching reflection is other important way of rural tourism landscape planning teaching evaluation, which mainly allows students to reflect on and evaluate their learning effects and practical abilities, as well as to give feedback on the optimization and improvement of teaching (Gao & Zhang, 2019). Through self-evaluation and teaching reflection, students' learning motivation and interest in learning can be stimulated, and their independent learning and self-development ability can be improved. For example, in the case of Wuyuan County, Jiangxi Province, students can be asked to evaluate and reflect on their practical projects and learning outcomes. Students can self-evaluate and reflect on their performance and results in the project, analyze their strengths and weaknesses and directions for improvement, and also provide feedback and improvement opinions on teaching to help teachers better optimize teaching contents and methods.

3.4 Curriculum Innovation

In order to cultivate professionals who can be competent in rural tourism landscape planning, rural

tourism landscape planning teaching also needs to be constantly innovative and in line with modern needs and development trends. The rural tourism landscape planning teaching course should focus on strengthening practicality and usefulness so that students can understand the specific problems and solutions in practice while learning rural tourism landscape planning. For the course content, some new research fields, research methods and technical means can be introduced on the basis of traditional courses, such as tourism geographic information system (TGIS), multimedia technology, virtual simulation and other technical means, as well as the integration of natural, humanistic, social and other multidisciplinary knowledge (Ge & Chen, 2019). Through multi-faceted and multi-dimensional teaching, the comprehensive quality and practical ability of students are improved. Rural tourism landscape planning teaching requires innovative teaching methods and diverse teaching approaches, such as group discussions, on-site research, study tours and practice, for different student needs and actual situations. At the same time, it should also focus on the quality and effect of practical teaching, and improve students' practical ability and professionalism through student team practice and social practice, etc. The evaluation method of rural tourism landscape planning teaching also needs to be innovated, focusing on comprehensive evaluation and multiple evaluations, and avoiding the single examination score evaluation mode. Students' practical ability and professionalism can be evaluated and improved by means of student team practice, course papers and practice project reports. Meanwhile, it should also focus on students' self-evaluation and teaching reflection to promote students' learning motivation and learning effect, improve students' comprehensive quality and practical ability, and contribute to rural tourism development and rural revitalization.

4. Conclusion

Rural tourism landscape planning education is an important educational field that needs to focus on

practical and comprehensive teaching evaluation. Rural tourism landscape planning teaching is of outstanding significance to rural revitalization strategy and an important part of rural tourism development, which plays an important role in promoting rural economic development and improving farmers' living standards. The purpose of the rural landscape planning course is to cultivate intelligent talents with both theoretical knowledge and practical ability. The purpose of rural tourism landscape planning teaching is to improve students' practical ability and professionalism. The course design focuses on practicality and comprehensiveness and uses teaching methods such as practical teaching and case studies to enable students to better master relevant knowledge and skills. In addition, the teaching of rural tourism landscape planning can use innovations such as the use of new technologies in information technology, creative design and ecological conservation to enrich the teaching content and methods. In terms of teaching evaluation, it is necessary to focus on a comprehensive evaluation method in terms of student performance assessment, student team practice evaluation and self-evaluation and teaching reflection. The design of practical projects and student team practice evaluation can help students better understand the practical application and practice projects of rural tourism landscape planning. Self-evaluation and teaching reflection also provide reference and reference for educators. It is hoped that the above introduction and discussion can provide reference and reference for relevant educators to promote the development of rural revitalization and rural tourism.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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