

Planning and Design of Rural Tourism Landscape in the Buffer Zone of a World Heritage Site

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Abstract Under the background of global tourism development, the planning and design of rural tourism landscape in Libo Yaoshan Ancient Village in the buffer zone of a world natural heritage site were discussed. Through the analysis of the current resources and characteristics of Yaoshan Ancient Village, the planning and design principles of cultural inheritance and innovation, ecological protection and sustainable development, and integration of landscape diversity and experience based on the concept of global tourism were clarified. A specific planning and design scheme for tourism landscape was put forward, such as creating the entrance service area, core sightseeing area, rural sightseeing area, folk experience area and other functional divisions. Besides, traffic routes should be optimized and adjusted, and the supporting construction of tourism service facilities should be strengthened to comprehensively improve the overall quality of rural tourism landscape of Yaoshan Ancient Village, promote the sustainable development of local rural tourism, and provide useful reference for the planning and design of rural tourism landscape in other similar areas.

Keywords Global tourism, Rural tourism landscape, Planning and design, Libo Yaoshan Ancient Village
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In recent years, as a new concept and model of regional coordinated development^[1], global tourism has risen rapidly and developed vigorously worldwide. It emphasizes taking tourism as a dominant industry, and aims to realize the organic integration of regional resources, the deep integration of industries and the joint construction and sharing of society through comprehensive and systematic optimization and improvement of various resources in a region, so as to drive and promote the comprehensive and coordinated development of economy and society^[2,3]. World Natural Heritage Sites (WNHS) are natural areas with outstanding scientific and aesthetic value formed during the evolution of the earth, which are characterized by outstanding universal value (OUV)^[4]. At the 34th Heritage Conference in Brazil in 2010, the World Heritage Committee (WHC) highlighted that tourism is both an opportunity and a challenge for World Heritage Sites (WHS)^[5]. With the change of people's awareness of heritage protection, buffer zones, as an important management tool to strengthen the transition control and protection of world heritage security zones and the surrounding territories, have also attracted attention^[6]. Under the background of the development of global tourism, rural tourism in the buffer zones of heritage sites has become increasingly important. Through rational planning and utilization of tourism resources, buffer zones can not only effectively reduce the potential

impact of human activities on natural resources in the core area of heritage sites, but also drive local development through the development of tourism industry and create more endogenous power for local residents, thus achieving a win-win situation of ecological protection and economic growth^[7].

Libo Yaoshan Ancient Village is located in the buffer zone of a world natural heritage site. Its geographical position is unique and extremely advantageous, and it complements the surrounding natural heritage landscape. As the main region where the Baiku Yao people live in compact communities, it preserves rich and colorful Yao traditional folk culture, witnessed the poverty alleviation process of Yao people^[8], and won the titles of national 4A-level tourist scenic spot and the first batch of "intangible cultural heritage tourist scenic spots" in China^[9-11]. The traditional houses, village style and Yao residents in traditional costumes of the ancient village have become a beautiful landscape in the ancient village, forming a very attractive rural tourism landscape, so that every visitor can deeply feel the unique rural charm of the ancient village.

However, with the in-depth implementation of the concept of global tourism and the growing demand of tourists, there is still some room for improvement in the current rural tourism landscape of Yaoshan Ancient Village. The overall planning and layout of the tourism landscape, the smooth connection between various functional

blocks, the richness of tourist experience and the deep integration with local culture need to be further optimized and improved. Hence, scientific and reasonable research on the planning and design of rural tourism landscape in Yaoshan Ancient Village can help to explore and integrate local rich natural and cultural resources, improve the tourism quality and attractiveness of Yaoshan Ancient Village, better meet the increasingly diversified and personalized tourism needs of tourists, and promote the sustainable development of local tourism. Meanwhile, it can also provide useful reference for the development of rural tourism in the buffer zones of other world natural heritage sites, and promote the coordinated and sustainable development of economy, culture and ecology.

1 Research purpose and significance

1.1 Research purpose

Under the background of the vigorous development of global tourism, this study aims to comprehensively improve the quality and attractiveness of the rural tourism landscape of Yao Mountain Ancient Village in Libo through scientific and reasonable planning and design. On the one hand, it is necessary to systematically plan the tourism landscape of Yaoshan Ancient Village, and strengthen the connection between different functional areas, so that tourists can get smooth and rich experience in the tour process.

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On the other hand, the unique local Yao culture should be deeply explored to make the tourism landscape become a carrier to display local ethnic culture, so as to enhance tourists' cognition and feeling of local ethnic culture, then meet the increasingly diversified and personalized tourism needs of tourists in the context of global tourism, promote the development of local rural tourism in the direction of high quality, realize the sustainable development of rural tourism in Libo Yaoshan Ancient Village, make it stand out among many tourist destinations, and also provide useful reference for the development of rural tourism landscape in the buffer zones of other world natural heritage sites.

1.2 Research significance

1.2.1 Promoting local economic development and employment. The rural tourism landscape planning of Yaoshan Ancient Village is helpful to attract a large number of tourists, thus driving the development of local economy. The reasonable planning of the tourism landscape of Yaoshan Ancient Village and the creation of characteristic tourism products can attract more tourists, provide more employment opportunities for local residents, and increase residents' income. For example, it can actively integrate into the tourism industry through homestay management, sales of characteristic tourist commodities and participation in performing arts in the scenic spot, so as to achieve the economic income growth of local residents in many aspects. The development of tourism in Yaoshan Ancient Village can also prompt the government and enterprises to increase investment in infrastructure such as transportation and environmental protection in Yaoshan, further improve the production and living conditions of Yaoshan, provide a strong driving force for the comprehensive revitalization of the countryside, and lay a solid foundation for the sustainable development of the countryside.

1.2.2 Protecting and inheriting national culture. Libo Yaoshan Ancient Village, as the main region where the Baiku Yao people live in compact communities, is located in the buffer zone of the world natural heritage site, has rich intangible cultural heritage and unique natural landscape. Through the planning of tourism landscape in the ancient village, the Yao culture can be deeply excavated and sorted out to make it integrated into rural tourism products, so that tourists can understand and experience the Yao culture during the tourism process. This will not only help protect and inherit the Yao culture, but also enhance tourists' cultural identity and belonging, and enhance the cultural connotation and attractiveness of rural tourism.

1.2.3 Enhancing the competitiveness of rural tourism. Under the background of global tourism, rural tourism is facing fierce competition. Through scientific planning and design of rural tourism landscape, rural tourism products with local characteristics and competitive advantages can be built to enhance the competitiveness of rural tourism. As an important rural tourism destination in Libo County, the planning and design of the tourism landscape of Yaoshan Ancient Village can emphasize the characteristics of the Yao culture and natural landscape, build a unique rural tourism brand, and thus enhance the tourism competitiveness of Yaoshan Ancient Village in rural tourism.

2 Analysis of current resources in Libo Yaoshan Ancient Village

2.1 Analysis of project location

Yaoshan Ancient Village is located in Lopian Village and Gulei Village, Yaoshan Yaozu Township, Libo County, Guizhou Province, namely the buffer zone of Libo world natural heritage site. It covers an area of 3.6 km², with convenient transportation and obvious location advantages. It is 35 km away from the county town of Libo and only 5 km away from small and big seven-hole scenic spots. It can not only complement the surrounding world natural heritage landscape but also use the popularity of the scenic spots to attract tourists. Yaoshan Ancient Village is a national 4A-level tourist scenic spot and a cultural display scenic spot dominated by the Yao culture in Guizhou Province. Its natural villages are well preserved and unique and non-renewable in Guizhou^[12]. The superior geographical location and unique Yao culture of Yaoshan Ancient Village provide good conditions for the development of tourism in Yaoshan Ancient Village.

2.2 Analysis of resources

2.2.1 Natural landscape resources. Yaoshan Ancient Village is located in the buffer zone of Libo world natural heritage site, and the surrounding natural resources are extremely rich. There is a stream running through Yaoshan Ancient Village, which adds a bit of smart beauty to the whole ancient village. Its superior geographical location and unique ecological environment provide a good natural foundation for the development of tourism landscape of Yaoshan Ancient Village. Natural landscape can be integrated into the design by building ecological tourism routes, so that all tourists can enjoy the unique beauty brought by natural landscape.

2.2.2 Human landscape resources.

(1) National culture. Yaoshan Ancient Village,

as the main region where the Baiku Yao people live in compact communities, has the profound Yao cultural deposits. Unique ethnic costumes, colorful and dynamic monkey drum dances, and exquisite handicrafts such as Yao embroidery all highlight the unique charm of the Yao culture. In the construction of tourist landscape, it is needed to make full use of national culture and cleverly integrate ethnic cultural elements into the planning and design of tourist landscape, so as to make the local ethnic cultural atmosphere stronger and bring tourists more profound and rich cultural experience.

(2) Historical sites. There are also many precious historical relics preserved in Yaoshan Ancient Village, such as ancient village gate, ancient ruins, sacrificial places, etc. These relics have witnessed the development process of the Yao people and carried the rich historical and cultural information of the Yao people. They are not only the spiritual home of the Yao people, but also a valuable way for tourists to trace the history of the Yao people and experience the customs of the Yao people.

2.2.3 Existing tourism landscape nodes and functional areas. In Yaoshan Ancient Village, a number of unique landscape nodes and functional areas have been built, and there is a certain construction foundation in terms of catering, accommodation, transportation and other supporting facilities, but there is still room for improvement.

(1) Three-gate landscape belt (a): Territory Gate, which is the first gate to enter Yaoshan Ancient Village, meant officially entering the territory where the tribe lives in the past. If you need to enter, you must get permission, or you will be driven away, and now it is used to welcome the arrival of distinguished guests. The second gate is Defense Gate. The Yao people is a migrating ethnic group. If people from other tribes or ethnic groups invade their territory, the elders of the ethnic group would organize men to guard the defense gate with guns and horns to block the attack of the enemy and protect their homeland from being invaded. Now it is used to greet honoured guests, and the sound of the horn and gun indicating that honoured guests have arrived. In the past, Welcome Gate was a gathering place for important activities such as offering sacrifices to gods, festivals, and hunting. When visitors come to the third gate, hospitable Baiku Yao people will hold a welcoming ceremony.

(2) Village History Hall (b): It carries the historical memory and cultural context of the ancient village. Through the display of various

old objects, pictures and text introduction, it shows tourists the development and changes of the ancient village, the origin of the Baiku Yao ethnic group and the life scenes of their ancestors, so that tourists can have a deep understanding of the profound cultural heritage behind the ancient village, and it is an important window for tourists to understand its history and culture at the beginning of entering the ancient village.

(3) Barn Group (c): As a very distinctive architectural landscape in the ancient village, the construction of barns embodies the wisdom of the Baiku Yao people. The wooden or stone pillars at the bottom of the barns are raised above the ground to prevent moisture and rats. Their unique appearance and shape complement the surrounding traditional houses, forming a different rural style of the ancient village. Moreover, Barn Group also reflects the characteristics of the farming culture of the Yao people, and is an important part of the material cultural heritage of the ancient village.

(4) Yao King's Palace (d): Yao King's Palace is a place where Yao King and Yao elders hold meetings in the form of a fire hall. It is a unique two-storey garden-style ancient building. The first floor was used to punish those who violated clan rules and stockaded rules. The second floor was the place of holding meetings, and was also used to announce important matters within the clan. After entering the palace, visitors can not only listen to the historical stories of the palace and feel the profound culture of the Yao people, but also imagine the scene of the discussion between Yao King and the elders in those years by visiting the forum on the second floor and, and experience the sense of responsibility and mission for the future of the ethnic group.

(5) Market (e): The Baiku Yao people like to go to the market, and market days like festivals. Market are divided into day and night market. At the daytime market, in addition to trading, people also wine to describe love. The nighttime market is the heaven of love. As night fell, the young men and women would chase each other, singing love until the next morning. By participating in such a unique market experience, tourists can not only feel the strong cultural heritage of the Baiku Yao people, but also deeply appreciate the love and pursuit of life of this nation.

(6) Lopian Ancient Village (f) : Lopian Ancient Village is a traditional natural village with ancient earthen wall buildings. The original houses with mud and tile structures have unique design technology. Visitors can explore more about the history, culture and life of the Yao

people in the ancient village. The simple alleys, mottled walls and scattered courtyards all exude the fragrance of history, making people taste the unique charm of the ancient village of the Yao people in slow time.

(7) Ancient sites (g): Ancient sites are the remains of various activities left by the Baiku Yao people, including some places left by the Baiku Yao people's use and processing of the natural environment, as well as the remains of various buildings such as larger villages. In terms of the architectural form, wooden frames and grass mud are used to build semi-cave dwellings and then buildings on the ground to form settlements. Ancient sites are not only the mark of history, but also an important landscape node to attract tourists to explore the history of the Yao people and feel the Yao culture.

(8) Twelve workshops (h): Twelve workshops, such as Yao pottery workshop, bamboo weaving workshop, wax dyeing workshop, paste dyeing workshop and top workshop, etc., are not only places to inherit and display the traditional skills of the Baiku Yao people, but also places where tourists can participate in their production. In the Yao pottery workshop, visitors can see the production process of Yao pottery, but also participate in the production. In the bamboo weaving workshop, visitors can see how bamboo is transformed into practical and beautiful daily items by the skillful hands of artisans, and enjoy a variety of exquisite bamboo weaving crafts. In the paste dyeing workshop, the magic of paste dyeing techniques is displayed, and each step from paste making and pattern design to dyeing and removing the paste allows visitors to indulge in the unique charm of this ancient art. These workshops are distributed throughout the ancient village, greatly enriching the tourist experience, and also adding a strong cultural atmosphere to the ancient village.

2.2.4 Supporting facilities.

(1) Accommodation facilities. There are different levels of accommodation options in the ancient village such as Yaochi Homestay, among which Yaochi homestay belongs to the relatively high-end type. It consists of several single-family villas, with exquisite interior decoration and warm and comfortable room layout. Some rooms also have Yao bath experience projects, so that tourists can relax by soaking Yao bath after a day's play and feel the unique experience brought by the Yao traditional bathing method. However, in the tourist season, the overall accommodation reception capacity is still facing a certain pressure, and a room may be difficult to find.

(2) Catering service. The catering service

in the ancient village is centered on Yao special delicious food, such as the famous Yaowang Banquet, providing visitors with authentic and unique rural dishes. These dishes not only contain the essence of Yao traditional dishes, but also integrate local snacks, so that tourists can not only taste delicious food, but also deeply feel the profound Yao food culture. However, the richness of the current variety of catering still needs to be improved to better meet the taste preferences and dietary needs of different tourists.

(3) Transportation facilities. The road network in the ancient village has been carefully planned to connect residential houses, workshops, performance venues and other attractions, so that visitors can easily visit on foot. At the same time, there are parking lots and battery car parking points to meet the needs of tourists. However, in the tourist peak season, the internal traffic pressure increases, and the capacity of some roads is limited, while the external public transport services need to be improved. For instance, the coverage of bus lines, train frequency and so on need to be optimized. In addition, the lack of coherence between landscape nodes and poor connectivity in some areas also have a negative impact on the overall tour experience of tourists. In the future development plan, the ancient village will be committed to optimizing these aspects to comprehensively improve the quality of tourism and the satisfaction of tourists.

3 Current situation and problems of tourism development

3.1 Development status

With the unique geographical location, rich natural ecological resources and profound Yao culture, Libo Yaoshan Ancient Village has been gaining popularity in tourism in recent years, attracting more and more tourists to come for sightseeing. Tourism projects mainly focus on folk culture display, song and dance performance, folk house visit, etc. Tourists can experience the folk customs of the Yao people.

3.2 Existing problems

3.2.1 Lack of systematic integration of landscape. The landscape layout of Yaoshan Ancient Village is relatively scattered, and lacks overall planning and coherence. As a result, the links between the scenic spots are not strong enough, and a coherent and attractive tourist route and landscape system has not been formed, which affects the tourist experience to a certain extent. Therefore, it is urgent to enhance the overall effect of the tourism landscape of Yaoshan

Ancient Village.

3.2.2 Insufficient depth of tourism experience. At present, most of the tourism projects in Yaoshan Ancient Village only stay at the sightseeing level, and the participation and interaction of tourists are not strong enough, so it is difficult for tourists to fully immerse themselves in them and deeply experience the unique charm of the Yao culture. This shallow tourism experience causes tourists to stay here for a short time, and their consumption potential is not fully stimulated, which limits the further development of local tourism and economic driving effect. Hence, enhancing the depth of tourism experience and the sense of participation and interaction of tourists have become the key to promote the sustainable development of tourism and local economic prosperity of Yaoshan Ancient Village.

3.2.3 Inadequate infrastructure. The transportation facilities leading to Yaoshan Ancient Village are not very perfect, and it is not very convenient for tourists to go and leave it. The tour road signs inside the ancient village are not clear and eye-catching, and the parking space is limited. As a result, the ancient village has disorderly parking phenomenon, so the infrastructure has been difficult to meet the growing needs of tourists. There are also deficiencies in tourism service facilities, and the quantity and quality of catering and accommodation need to be improved. The distribution of public health facilities is not reasonable, and the number is limited, which affects the comfort and satisfaction of tourists.

3.2.4 Great pressure on ecological environmental protection. With the increasing number of tourists, the ecological environment around Yaoshan Ancient Village is under increasing pressure. For instance, water pollution, garbage increase, vegetation destruction and other problems gradually appear, and if they are not paid attention to, they will pose a serious threat to the sustainable development of tourism in Yaoshan Ancient Village.

4 Planning and design principles under the background of global tourism

4.1 Principle of cultural inheritance and innovation

It is needed to explore the connotation of the Yao culture in Yaoshan Ancient Village, protect and inherit the traditional customs, skills, architecture and other cultural elements of the Yao people, and combine modern tourism needs and aesthetic concepts to carry out creative transformation and innovative interpretation of the Yao culture, create cultural tourism products

with regional characteristics and a sense of The Times, and make the ancient Yao culture glow with new vitality in modern tourism.

4.2 Principle of ecological protection and sustainable development

The principle of ecological protection and sustainable development should be followed in every link of tourism landscape planning and development of Yaoshan Ancient Village. It is necessary to make rational use of natural ecological resources, strengthen environmental restoration and protection, reduce the damage to the natural ecological environment, make tourism development and environmental protection coexist in harmony, form a beneficial interactive relationship, and thus ensure the sustainable and healthy development of the tourism landscape of Yaoshan Ancient Village.

4.3 Principle of integration of landscape diversity and experience

According to the unique natural and cultural landscape characteristics of Yaoshan Ancient Village, diversified tourism landscape is created to meet the needs of different tourist groups, such as natural sightseeing, folk culture experience and leisure and entertainment landscape. At the same time, it is needed to enhance the experience of tourism landscape, strengthen the interaction between tourists and landscape, culture and local residents, so that tourists can get a richer and more profound experience in the process of tourism, improve the satisfaction and loyalty of tourists, and promote the sustained prosperity and development of the tourism brand of Yaoshan Ancient Village.

4.4 Principle of regional cooperation and sharing

It is necessary to place Yaoshan Ancient Village under the overall framework of global tourism, strengthen the cooperation with surrounding tourist attractions and rural tourist spots, and thus realize the situation of resource sharing, mutual delivery of tourists, close connection of routes and joint development of the market. The coordinated development between region should be strengthened to enhance the overall tourism brand image and influence of Libo, and promote the balanced development of regional tourism economy.

5 Planning and design scheme for tourism landscape

5.1 Overall layout

The graphic design of the planning area follows the distribution of the original buildings and extends to the surrounding areas along the streets (Fig.1). The original natural terrain conforms

to the needs of the building structure, and the design upholds the concept of “use as the main, and transformation as the auxiliary”. There is no large-scale modifications to the original terrain, and local characteristics are mainly retained. The landscape function, aesthetics and other requirements are combined to transform and use it and strive to create natural landscape.

5.2 Planning of functional zones

5.2.1 Entrance service area. The entrance service area is set up at the main entrance of the ancient village, including functional facilities such as the visitor center, parking lot, and sales area of tourist goods. The visitor center provides one-stop services such as tourism consultation, ticket service and tour guide explanation. The parking lot is planned to have sufficient parking spaces, and an intelligent parking management system is set up. The sales area of tourist goods mainly displays and sells tourism souvenirs such as handicrafts with Yao characteristics and local specialties, so that tourists can have a preliminary understanding and feeling of the Yao culture before entering the ancient village.

5.2.2 Core sightseeing area. The interior of Yaoshan Ancient Village should be planned. It is planned to protect and repair ancient residential buildings, improve street environment, and enhance the overall style of the ancient village. Tour routes should be planned to connect the ancient village gate, sacrifice square, barn group, traditional residence display area, folk culture performance field and other scenic spots. The folk culture exhibition hall is set up in the ancient folk houses to display the historical changes, living customs, traditional costumes and other contents of the Yao people. Through physical display and multimedia demonstration, tourists can learn more about the Yao culture. Activities such as singing and dancing and skill display are regularly held in the performance arena, so that visitors can feel the charm of the Yao culture at close range.

5.2.3 Rural sightseeing area. The land around the ancient village is used to plan and design an idyllic sightseeing experience area, plan and build sightseeing trails on the original roads to facilitate tourists to better enter the fields and enjoy the idyllic scenery in different seasons. In order to increase the sense of participation and interest of tourists, the picking experience area is planned and designed. Various vegetables and fruits can be planted according to different seasons, so that tourists can participate in the picking of agricultural products and experience the fun of rural life. It is needed to decorate some landscape pieces in the garden, such as

scarecrows, windmills, etc., which can increase the appreciation and interest of garden landscape, and enable tourists to have a richer experience during the tour.

5.2.4 Folk experience area. According to the unique national culture of the ancient village, a folk custom experience area is built in a specific



Fig.1 Plane of the planing area

area, including Yao traditional handicraft production workshops, and tourists can experience Yao skills and personally make personalized tourism souvenirs. The Yao cuisine experience block is planned to provide Yaoshan chicken, bamboo rice and other special food, so that tourists can taste the authentic Yao flavor. Some design transformation effect diagrams are shown in Fig.2.

5.3 Design of landscape nodes

5.3.1 Cultural landscape nodes. Cultural landscape nodes are set up in important positions of Yaoshan Ancient Village to display religious beliefs and myths and legends of the Yao people, such as Yao totem poles and cultural relief walls in the sacrifice square. In the courtyard of the traditional residence exhibition area, a small folk culture exhibition platform is set up to display daily necessities and traditional farming tools of the Yao people and create a strong cultural immersion atmosphere.

5.3.2 Natural landscape nodes. Natural elements such as streams and mountains in Yaoshan Ancient Village are used to build natural landscape nodes. Characteristic landscape facilities are created on the stream to form a beautiful artistic conception. A viewing platform is opened in the mountains, so that tourists can overlook the

whole picture of the ancient village and the surrounding natural scenery, and enjoy natural beauty such as sunrise and sunset.

5.4 Optimization of traffic routes

5.4.1 External traffic. It is needed to strengthen the transportation links between the ancient village and the county seat of Libo and its surrounding main transportation hubs, improve the grade and traffic capacity of the roads leading to Yaoshan Ancient Village, and open tourist special bus to facilitate tourists. Clear and distinctive tourist signs are set up on both sides of a road to guide tourists to arrive at the ancient village smoothly.

5.4.2 Internal traffic. It is necessary to improve the internal traffic network of the ancient village, widen and repair tourist roads, and use ecological and environmentally friendly materials such as slate and permeable brick to lay the road surface. A battery car line is planned to connect functional zones and main attractions, while a walking tour line is also planned, so that tourists can walk to visit the ancient village, and savor the charm of the ancient village. At road intersections and important scenic spots, clear signs and guide maps are set up to facilitate tourists to identify directions and understand tour routes.

5.5 Improvement of tourism service facilities

5.5.1 Accommodation facilities. Accommodation facilities of different grades are reasonably planned and built in and around the ancient village, including characteristic homestays and resort hotels. Characteristic homestays can be transformed and upgraded by using ancient folk houses to retain the architectural style and cultural characteristics of the Yao people, and the interior decoration pays attention to comfort and cultural atmosphere creation. Resort hotels can be built according to the star standard, and perfect supporting service facilities are provided to meet the accommodation needs of different tourists.

5.5.2 Dining facilities. In addition to the food experience block in the folk experience area, there are also some catering shops in other areas of the ancient village, which offers a variety of dining options, including Yao cuisine, local farm dishes and other popular dishes. Food hygiene and environmental improvement should be paid attention to create a clean and comfortable dining environment.

5.5.3 Leisure and entertainment facilities. In the garden sightseeing area and the public space of Yaoshan Ancient Village, various rest and entertainment areas such as outdoor tables and



Fig.2 Design transformation effect

chairs, swings, children’s amusement facilities are set up to provide tourists with rest and relaxation space between tours. A variety of night leisure and entertainment projects are developed, such as the bonfire party and folk culture night market with Yao characteristics, so as to enrich tourist experience and effectively extend the stay of tourists.

5.5.4 Health facilities. Public toilets, garbage cans and other sanitation facilities are reasonably distributed to ensure sufficient quantity and reasonable distribution. The design of public toilets should pay attention to coordination with the surrounding environment, and adopt sewage treatment technology for ecological and environmental protection. The daily maintenance and management of health facilities should be strengthened to make the environment clean.

6 Conclusion

With the vigorous development of global tourism, the planning and design of rural tourism landscape in Libo Yaoshan Ancient Village is particularly important. Based on the analysis of the current resources and characteristics of the ancient village, as well as the planning and design principles of cultural inheritance and innovation, ecological protection and sustainable development, and the ingenious integration of landscape diversity and tourists’ experience, the functional zoning planning of the ancient village

was carried out, and unique landscape nodes were designed; traffic routes were optimized, and tourism service facilities were improved. It is expected to realize the comprehensive upgrade of rural tourism landscape of Yaoshan Ancient Village, so that its tourism attraction and competitiveness can be significantly improved to promote the sustainable development of local rural tourism, contribute to the protection and utilization of world natural heritage sites, and provide reference and inspiration for other regions to carry out rural tourism landscape planning under the background of global tourism. It is helpful to promote the prosperity of rural tourism in China.

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escalates both construction and maintenance costs. Conversely, flat terrain provides greater opportunities for the arrangement of activity zones and the integration of green spaces with hardscaping, making it particularly conducive to multi-functional layouts. Furthermore, the flat design promotes barrier-free access for children, the elderly, and individuals with mobility impairments. Additionally, the flat surface supports effective rainwater management by enabling the incorporation of ecological modifications, such as permeable paving and rain gardens, which further enhance the environmental carrying capacity.

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