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A Study on the Construction of Xianning Ecotourism Greenway Brand Project

Liang Jianian^{1, a}, Dai Bin^{2, b}

¹Department of Art Design, Wuhan University of Science and Technology, Wuhan, Hubei Province, China

²Department of Art Design, Wuhan University of Science and Technology, Wuhan, Hubei Province, China

^aemail: 844781390@qq.com, ^bemail: 673776608@qq.com

Abstract: The boutique villages, intangible cultural heritage, cultural and historical sites, natural landscape, agricultural industry and other resources along the road network in Xianning are closely linked through the construction of greenways. Strengthening the construction of ecotourism greenways and building the city's brand image is an important measure to accelerate the green development of Xianning and realize that "green mountains are gold mountains" in the new era.

1. The Possibility and Necessity of Building Xianning Ecotourism Greenway City Brand

1.1 Unique Natural and Human Landscape Resources

Located at the junction of Hunan, Hubei and Jiangxi Province on the southern bank of the middle reaches of the Yangtze River, Xianning is the backyard garden of the provincial capital Wuhan and has significant geographic location advantages; it has an ecological urban form of "mountain in the south and lake in the north, and mountains and rivers in the city" with a forest coverage rate of more than 50% and per capita park area of nearly 11 square meters, and it is a famous hometown of osmanthus fragrans, tea, ramie and phyllostachys pubescens; there is a profound Three Kingdoms culture and revolutionary culture, tea and bamboo culture, ancient dwelling and bridge culture, hot spring culture and other cultural heritage and humanistic spirit.

1.2 Good Green Tourism Infrastructure and Tourism Industry

The municipal government has implemented the strategy of "innovation-driven, green rise", "fragrant city & spring capital, warm Xianning" and "building a park city", which has effectively promoted the green rise of urban and rural areas, advanced the construction of tourism facilities across the area and enriched the tourism products all over the region. The laurels of China Habitat Environment Example Prize, China Charming City, National Garden City and National Forest City have promoted the construction of important tourism destinations in southeast Hubei Province, and tourism is gradually becoming an important pillar industry.



1.3 Greenway Construction is an Important Measure for People to Share the Achievements of Ecological Civilization Construction

In May 2017, the “13th Five-Year Plan for Urban Municipal Infrastructure Construction Nationwide” made greenway construction a key project, and proposed a goal of adding 20,000 kilometers of greenways by 2020, which brings about unprecedented development opportunities to the construction of greenways. Promoting the harmonious coexistence of people and nature in Xianning through the construction of the urban brand of ecotourism greenways will surely be universally welcomed by the people.

2. Scope Setting of Xianning Ecotourism Greenway Construction

According to the systematic concept of full-region ecotourism, with the existing roads S208, G106, G353, S259, S246, G351 and S359 as the original support, a 360-kilometer-long 8-shaped round-the-city green tour passageway was constructed with Qianshan Park in Xian'an District as the starting point to connect Xian'an District, Jiayu County, Chibi City, Tongcheng County, Chongyang County, Tongshan County and other regions within Xianning.

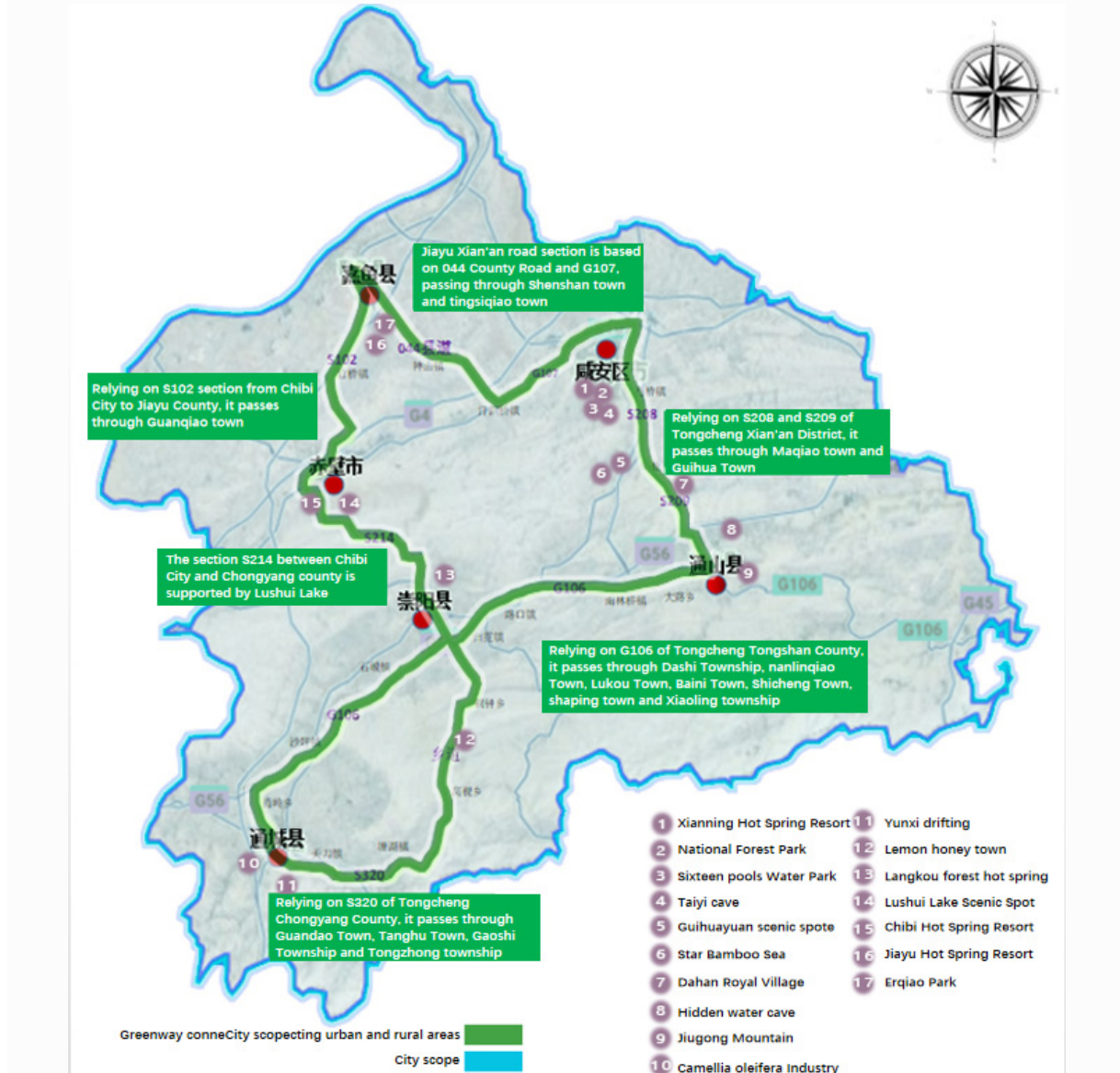
The tourist attractions and tourism products are created into a closed loop system, which links up the beautiful natural landscapes of Xianning, displays the long history and culture of Xianning, serves the people's happy lie, promotes the green and coordinated development of urban and rural areas, and creates a beautiful and livable ecological environment in Xianning.

The 8-shaped round-the-city greenway starts at the Qianshan Park in the Xian'an District. Relying on the west of the intersection between the existing Xianning Avenue and Yinquan Avenue, it passes clockwise through Xian'an District - Maqiao Town - Guihua Town - Tongshan County, Nanlinqiao Town, Lukou Town, Bailu Town, Shaping Town, Xiaoling Village - Tongcheng County, Guandao Town - Tanghu Town, Gaoshi Village - Tongzhong Village - Chongyang County - Lushui Lake - Chibi City - Guanqiao Town - Jiayu County - Shenshan Town - Dingsiqiao Town - different towns in Xian'an District. Its total length is about 360 kilometers.

The tourist attractions along the 8-shaped around-the-city greenway include Dahan Royal Village Scenic Area, Guihuayuan Scenic Area, and Xianning Hot Spring Valley Resort, Sixteen Ponds Park, Bifeng Tower, Jingchu Natural Ecological Memorial Park, Dacheng Temple, City God Temple, Tianyi Temple, Baoyue Nunnery, Panyi Temple, Xianning Organ Donors Memorial Hall, Xiangyang Lake Celebrity Cultural Village and Xianning Xiangyang Lake National Wetland Park in Xianyang District; Jiayu County National County Park, Guanqiao Bazu Tourist Area, and Jiayu County Museum, Chaan Christian Church, Erqiao Park, Niaoyu Forest in Jiayu County; Lushui Lake Scenic Area, Xuefeng Mountain and Longyou Chibi Hot Spring Resort in Chibi; Marshal Luo Ronghuan Memorial Hall, Early Revolution Memorial Hall, and Huangpaoshan Martyrs Memorial Park; Yaozu Hometown Grand Garden, Infatuation Valley, Baishuiyan Waterfall, the former site of the Party School of Hunan, Hubei and Jiangxi Provincial Party Committee, Fang Qiong Memorial Hall, Muyu Lake and Huangpaoshan Pond in Tongcheng County; Fengming Valley, Lingmi Town, and Grave of Martyr Chen Shouchang, Daquan Cave, Osmanthus Forestry Farm Ecological Tourism Area, Tongcheng County Xishan Forest Park, China Huangpaoshan National Camellia Oleifera Industry Demonstration Park and Yunxi Drifting in Chongyang County; and Yinshui Cave, Longhua Ancient Temple, Mituo Pagoda Temple, Wang Mingfan Mansion and Fushui Lake National Wetland Park in Tongshan County and other scenic spots.

The scenic areas within 3 kilometers along the greenway include Dahan Royal Village Scenic Area, Yellow Crane Tower Forest Wine Town, and Qianshan National Forest Park, CHOSH Land, Taiyi International Hot Spring Resort, Shuanglong Mountain Scenic Area in Xian'an District; Jiayu Mountain and Lake Hot Spring Tourist Area in Jiayu County; Xuansu Cave, Ten-thousand-mu Tea Garden. Tetris Town in Chibi City; Dragon Palace, Hubei Tongcheng Daxi National Wetland Park, and Household in Village, Yaozu Hometown Grand Garden, Bajingshan Fairy Village, Yaoxiang Water Cube and Chenluo Bay Rose Manor in Tongcheng County; Qingshan National Wetland Park, Chongyang Country Paomaling Tea Plantation, and Wang Shijie's Former Residence – Baini Ancient

Town, Langkou Park, Chongyang Qingshan National Wetland Park in Chongyang County; Jiugong Mountain and Chuang Cemetery in Tongshan County and so on. It aims to creating a greenway to connect urban and rural areas.



Xianning Ecotourism Greenway Sketch

3. Implementation Strategy of Ecotourism Greenway Brand Building

3.1 Planning and Constructing Xianning Greenway Ecosystem

It is necessary to fully respect the existing road base, systematically figure out the resources along the 8-shaped greenway, scientifically demonstrate the closed-loop path, and attach great importance to the ecological construction technology of infrastructure, planting and restoration technology and slow lane ecological construction technology. According to the ideas of reaching mountains, connecting water, linking parks and connecting scenic spots, the natural ecological environment around the greenway is combined to properly sort out the plants in the existing forest belt and reduce the number of plants to protect the plant growing environment. It's necessary to focus on the existing road and the planting and vegetation conditions along the greenway, and guide the planting of seasonal crop to a certain extent from the perspective of overall pattern, texture and color, so that rice, rape, corn and other local

crops that are both economical and ornamental are planted in picturesque disorder in order to create a scene of pastoral scenery of flat and fertile land and straight paths cross the fields from the perspective of visitors' visual experience. The planning of planting more *phyllostachys pubescens* and *osmanthus* shall be strengthened under the premise of ensuring the agricultural and forestry economic development along the greenway to organically combine seasonal ornamental with the display of nursery base. Different functions of plant flowers, fruits, leaves, colors, fragrances shall be scientifically matched with green plants of different characteristics in waters, hills and mountains to form the diversity of plant ecology and economic and ornamental functions, leading to changing seasons and beautiful scenery and enriching ecological experience in the journey.

3.2 Establish the Design Principle of Ecotourism Greenway

In combination with the needs of ecological restoration and urban repair within the scope of visual area, the greenway is designed to organically connect the main park green lands, mountains, rivers and lakes, ecological zones and historical and cultural space. The design of landscape along the greenway follows the principle of "exposure, sparseness and concealment", and the greenway is divided into slow traffic lanes with better vision, waterfront road with more water landscape, road section with poor landscape and long-straight road section, etc. for targeted landscape design.

Exposure: In a slow traffic road with better vision, tall trees shall be used as the background, medium and small trees form the middle scene, and flowers, leaves and shrubs form the foreground. Some shrubs and ground cover plants shall be replanted in some open areas with consideration of color and seasonal appearance.

Sparseness: In the road area of water landscape, shrubs, vine crops and ground cover plants with strong slope stabilization and conservation capability shall be increased, and the aquatic plants are planted to purify water, improve water quality and enhance river landscape and ecology.

Concealment: On both sides of the road with poor road landscape, local plants are designed to cover the original landscape, and the landscape that is promoted by local advantageous industries are properly set up on both sides.

3.3 Improve Facilities along the Ecotourism Greenway

Greenway tourism service system is an important factor affecting tourists' experience satisfaction. The station facilities, recreation facilities, traffic facilities and so forth will directly affect the tourists' behavior, and are important factors that affect tourists' experience satisfaction. As a kind of "props" providing various functions, the supporting facilities are, to a certain extent, the carrier of realizing the function of eco-tourism greenways, the medium of stimulating recreational activities and components of landscape elements. It is necessary to follow the Greenway Tourism Facilities and Service Specification LBT 035-2014 to carry out a systematic design of transportation service facilities, commercial service facilities, environmental sanitation facilities and safety guarantee facilities, improve entrances and exits, parking lots, toilets, garbage canes, lighting and other infrastructure, do a good job in systematic configuration and construction of barrier-free facilities, station node construction, medical staffing, emergency planning and greenway use regulations, and put more emphasis on the design and construction of important bridges, tunnels, reservoir dams and ecological corridors.

3.4 Strengthen Tourism Service Awareness and Comprehensive Management

The government's leading role must be given full play in the long-term mechanism of ecotourism greenway construction and management. It is necessary to adhere to the "government-dominated and market-supplemented" strategy, form a top-down and bottom-up management mechanism for regional regulation and cooperation, guide the commercial construction planning of post stations, educate and guide non-standard businesses and regulate healthy market ecology. At the same time, it also needs to reasonably supervise businesses along the greenway, strengthen the tourism service awareness,

gradually complete the greenway management and maintenance mechanism from government leadership to market participation and then to the participation by all people.

Scientific maintenance is an important premise to guarantee the function of ecological greenway tourism service. High-level greenway maintenance includes both routine and large-scale maintenance. Daily maintenance is the main work, including the repair of damaged roads, daily life and tourism waste cleaning, management of green belts along the greenway, forest fire prevention and other routine maintenance matters. Large-scale maintenance is a phased work, and special maintenance work in important holidays and important events must also be done well.

4. Conclusion

In the context of beautiful rural construction, relying on the local road network foundation in Xianning and following the natural geographical environment, the boutique villages, intangible cultural heritage, cultural and historical sites, natural landscape, agricultural industry and other resources along the road network in Xianning are closely linked through the construction of eco-tourism greenway brand project. The cultures of different scenic spots are systematically combined to optimize the spatial layout of urban and rural areas. On the premise of maintaining the development of local industries, local historical, cultural, and characteristic industries are deeply explored to form a unique ecological tourism system in Xianning by developing rural ecological tourism and rural leisure vacation, and developing diversified tourism such as tourism recreation and entertainment, outdoor expansion and rural vacations. From the perspective of humanistic spirit, eco-tourism greenway is a kind of spiritual communication, and shows the characteristic human life by connecting urban and rural landscape; from a functional perspective, Xianning eco-tourism greenway is a new way of leisure and recreation. It integrates urban and rural road space, and provides a new path for rest and recreation; from an ecological point of view, the eco-tourism greenway builds a biological corridor, provides a healthy life, and enhances agricultural and ecological benefits. From the perspective of Xianning's long-term development, the new mode of innovative tourism development brought by the eco-tourism greenway will promote the joint development of the tourism and agriculture in Xianning and increase the tourism frequency of both urban and rural residents; from the perspective of serving local residents, the original single sightseeing tourism has been developed into an in-depth experience tour in the village by guiding villagers to operate catering and homestay reception in the villages, thus increasing the employment rate of local residents and promoting the growth of both urban economy and tourism economy in Xianning.

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Strengthen Tourism Service Awareness and Comprehensive Management