

Exploration of Landscape Perception of Jinshan Peasant Paintings Village

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ABSTRACT

Shanghai's countryside, despite its limited resources, contributes to the spiritual home of its residents. As a result, it is meaningful to conduct additional research and investigation. Under the current background of rural revitalization, Shanghai is actively exploring the modes of cultural revitalization and tourism revitalization of the countryside. Shanghai has established Jinshan Peasant Painting Village in the certain location to further encourage the development of peasant painting art and better protect local culture. The presentation of creative landscape plays an important role in contributing to the creative atmosphere, which is one of the elements for the creative cluster, in terms of attracting creative talents and tourists. Nowadays, the low occupancy rate of peasant painters and a few tourists reveal Jinshan Peasant Painting village's lack of appeal. To gain a better understanding of the complex reasons for this, this study looks into the perspectives of various stakeholders in the peasant village's landscape and attempts to investigate the creative park's long-term development from the standpoint of the material environment. Furthermore, it makes some new recommendations for improving the landscape of Jinshan Peasant Paintings village in order to promote better development. In conclusion, tourists of different sources, educational backgrounds, ages, and occupations have obvious differences in their landscape perception of Jinshan peasant painting village from the standpoint of landscape aesthetic characteristics and landscape value perception.

Keywords: Visual perception, Jinshan peasant painting village, Landscape perception

INTRODUCTION

As an art form to show rural life and local memory, peasant painting is not only an important folk art resource, but also one of the characteristic cultural resources of rural tourism development. Landscape perception can be divided into objective and subjective, and most of them are based on the perception subject - human. John Simmons pointed out that people's planning is an experience (Simmons and Zhu, 2009). Visual perception plays an important role. The information obtained by vision accounts for more than 80% of the total external information. Kevin Lynch summarizes the urban image as region, boundary, road, node and sign (Lynch, 2001). Appleton put forward "lookout shelter" to reflect the interaction between the basic needs of human behavior and psychology and the landscape environment. The effect of landscape perception depends not only on the value of the

landscape itself, but also on whether it can be perceived and the suitability, distance and orientation of the perception process (Lin, 2014). Domestic landscape perception theory has changed from natural landscape to tourism landscape. As the medium between man and the natural environment, landscape perception awakens people's recognition of the natural environment by stimulating senses. Yu Kongjian studies the spatial significance of natural landscape (Yu, 1991). The research of landscape perception theory includes the information transmitted from objective landscape elements to people and the perception process from subjective people. At the same time, landscape semiotics has developed into an important direction of landscape perception (Wei, 2006). Rural landscape is the extension of natural landscape. Scholars study rural landscape based on landscape perception, study rural landscape from the four senses of sight, hearing, touch and smell, and guide the development of Rural Landscape (Duan et al., 2017), which is of great significance to tourism.

RESEARCH METHODS AND DATA ACQUISITION

View of the Study Area

Geographical Position: Fengjing peasant painting village is located in Zhonghong village, Fengjing town, Jinshan District, southwest of Shanghai. It is about 5km away from the town. It faces Zhonghong road in the north, Danggang in the South and Zhufeng highway in the East. It is surrounded by dense water networks and rivers. The total planned area is 3.16 square kilometers and the cultivated land area is 3609 mu. The maximum longitudinal distance from north to south is about 300m, and the maximum transverse distance from east to west is about 700m.

Painting Village History: In the early 1960s, the victory brigade of Fengwei commune endowed folk art with local characteristics and created peasant paintings with "Jinshan style", showing the villagers' colorful rural life and warm and simple rural culture. In 1988, Jinshan was awarded the title of "hometown of modern Chinese folk painting". In 2004, in order to better display Fengjing culture, Fengjing town planned to build a peasant painting village. In 2006, the painting village was officially opened, and then peasant painting painters with local styles from Jilin, Shaanxi and Tianjin were introduced. Now it has become a Chinese peasant painting village and won the honors of Chinese characteristic village and China's top ten charming villages.

Research Design: The research on landscape perception at home and abroad shows that subjective people can perceive the landscape through vision. In the past, there was little research on landscape perception at home and abroad involving art villages.

The purpose of this study is to explore how Jinshan peasant painting village affects the landscape perception of subject and object through vision, so as to construct the index system of landscape perception of Art Village. This study obtains the data through the questionnaire, analyzes and explores the combination of theory and practice. Therefore, the objective of this survey is to collect the landscape aesthetic characteristics, landscape preference and attitude, and landscape value perception of Jinshan peasant painting village

from local residents, non-local residents who come here for employment, and tourists outside the local area. Using Likert's five grade scoring method, use 5 ~ 1 points to measure "strongly agreeable" to "strongly disagreeable". The research group photographed local typical buildings, peasant paintings and plants in Jinshan peasant painting village, and edited them to show them to the respondents in the questionnaire.

Data Acquisition: During the survey, 98 questionnaires were distributed to local residents, 98 were recovered; A total of 29 questionnaires were distributed to non-local residents who came here for employment, 29 were recovered; A total of 149 questionnaires were distributed to tourists outside the local area, 149 were recovered. A total of 267 questionnaires were distributed.

DATA ANALYSIS

Analysis of Landscape Perception Discrepancy Among Different Occupational Groups in Peasant Painting Village

Artistic value of landscape: The survey shows that students give the lowest score to the whole artistic value of landscape, while retirees' score is the highest, which reflects the whole style of peasant painting village fits the taste of the elder. 70.7% of students strongly agree or agree that "I think the peasant painting is artistic", and the plants there are regarded as the least artistic one. 91.9% of retirees strongly agree or agree that "I think the building is artistic". For freelancers and people who work in organizations, most people also believe the peasant painting is the most artistic. For else people, they all strongly agree or agree that the buildings and the peasant paintings are artistic. Therefore, most people believe that the buildings are artistic, because Shanghai is a modern city, a lot of people are away from the countryside, so they could easily discover the unique beauty of these traditional southern architecture, which provokes strong surges of nostalgia for the old days.

Landscape preference: As for landscape preference, most students, people having other works and people working in organizations strongly agree or agree that "I like the peasant paintings there" with figures reaching 75.6%, 87.5% and 82.3% respectively, while most retirees strongly agree or agree that "I like the buildings there" with figure reaching 80.5%. And the rates of freelancers who strongly agree or agree that "I like the peasant paintings there" and "I like the buildings there" is the same, reaching 56.1%. Therefore, it is shown that people least like the plants there. The plants in the peasant painting village are so common without any features and are not able to evoke an ambiance fitting the landscape there.

Environmental value: The survey results demonstrate that 87.5% of people who have other work strongly agree or agree that "The natural landscape value is high and the scenery is beautiful", "The landscape could let me interact" and "The environmental value there is high", which is the highest rate among 5 groups. Students give the lowest scores to this part of question, showing that the village is not attractive for young people.

Table 1. Landscape perception discrepancy among different occupational groups in peasant painting village.

I think () is artistic		Occupation				
		Student	Retired people	Liberal professions	Unit worker	other
Architecture	strongly agreeable	24.39%	56.76%	73.08%	38.04%	50.00%
	agreeable	39.02%	35.14%	11.54%	42.33%	50.00%
	average	34.15%	8.11%	7.69%	17.79%	0.00%
	disagreeable	0.00%	0.00%	7.69%	1.84%	0.00%
	strongly disagreeable	2.44%	0.00%	0.00%	0.61%	0.00%
Plant	strongly agreeable	14.63%	43.24%	46.15%	39.26%	37.50%
	agreeable	41.46%	40.54%	38.46%	40.49%	50.00%
	average	41.46%	18.92%	11.54%	19.63%	12.50%
	disagreeable	0.00%	0.00%	3.85%	0.61%	0.00%
	strongly disagreeable	2.44%	0.00%	0.00%	0.61%	0.00%
Peasant painting	strongly agreeable	31.71%	59.46%	46.15%	43.56%	37.50%
	agreeable	39.02%	29.73%	42.31%	37.42%	62.50%
	average	26.83%	10.81%	11.54%	17.79%	0.00%
	disagreeable	0.00%	0.00%	0.00%	0.61%	0.00%
	strongly disagreeable	2.44%	0.00%	0.00%	1.23%	0.00%
I like the()		Occupation				
		Student	Retired people	Liberal professions	Unit worker	other
Architecture	strongly agreeable	21.95%	56.76%	65.38%	42.33%	50.00%
	agreeable	43.90%	32.43%	23.08%	36.20%	25.00%
	average	31.71%	10.81%	11.54%	21.47%	25.00%
	disagreeable	0.00%	0.00%	0.00%	0.00%	0.00%
	strongly disagreeable	2.44%	0.00%	0.00%	0.61%	0.00%
Plant	strongly agreeable	19.51%	48.65%	57.69%	37.42%	25.00%
	agreeable	39.02%	27.03%	19.23%	44.79%	37.50%
	average	36.59%	21.62%	23.08%	16.56%	37.50%
	disagreeable	2.44%	2.70%	0.00%	1.23%	0.00%
	strongly disagreeable	2.44%	0.00%	0.00%	0.61%	0.00%
Peasant painting	strongly agreeable	26.83%	62.16%	50.00%	38.04%	50.00%
	agreeable	48.78%	18.92%	38.46%	44.79%	37.50%
	average	21.95%	18.92%	11.54%	15.95%	12.50%
	disagreeable	0.00%	0.00%	0.00%	1.23%	0.00%
	strongly disagreeable	2.44%	0.00%	0.00%	0.61%	0.00%

Continued.

Table 1. Continued.

Landscape value		Occupation				
		Student	Retired people	Liberal professions	Unit worker	other
The natural landscape value is high and the scenery is beautiful	strongly agreeable	24.39%	51.35%	76.92%	42.94%	37.50%
	agreeable	36.59%	35.14%	15.38%	39.26%	50.00%
	average	36.59%	13.51%	7.69%	16.56%	12.50%
	disagreeable	0.00%	0.00%	0.00%	1.23%	0.00%
	strongly disagreeable	2.44%	0.00%	0.00%	0.61%	0.00%
The landscape here allows me to have the interactions	strongly agreeable	19.51%	40.54%	57.69%	38.04%	50.00%
	agreeable	43.90%	45.95%	26.92%	39.88%	37.50%
	average	31.71%	13.51%	15.38%	19.63%	12.50%
	disagreeable	2.44%	0.00%	0.00%	2.45%	0.00%
	strongly disagreeable	2.44%	0.00%	0.00%	0.61%	0.00%
The environmental value is high	strongly agreeable	21.95%	48.65%	42.31%	36.81%	25.00%
	agreeable	48.78%	27.03%	38.46%	41.10%	62.50%
	average	26.83%	24.32%	19.23%	19.63%	12.50%
	disagreeable	0.00%	0.00%	0.00%	2.45%	0.00%
	strongly disagreeable	2.44%	0.00%	0.00%	0.61%	0.00%

Analysis of Landscape Perception Differences Among Different Ages in Peasant Painting Village

Artistic value of landscape: value of landscape. At the same time, the old people over the age of 60, gave the highest scores to it, which reflects that the old show more improvements of the artistic value of landscape. People over the age of 60 who strongly agree or agree the architecture is artistic occupy 91.89%, while people under the age of 25 occupy 64%. Compared with architecture and plants, "I think the peasant painting is artistic" gain the highest score among all age group. 81.52% of people agree or strongly agree with "I think the peasant painting is artistic".

Landscape preference: The survey shows that people who are under the age of 25 show the lowest score to the whole landscape preference, while over 60 years old people's score is the highest, which reflects people over the age of 60 prefer the architecture, plants and peasant painting. According to people under the age of 25, 77.33% of them strongly agree or agree that peasant painting and give 4 or 5 score. However, different with them, people between the age of 25 and 60 and over 60 show more preference in architecture.

Environmental value: "The natural landscape value is high and the scenery is beautiful" gain the highest score among all age group, which reflects that the scenery of peasant painting village value is identified. of people under the age of 25 agree or strongly agree with "The landscape here allows me to have

Table 2. Landscape perception differences among different age groups in peasant painting village.

I think () is artistic	Age			I like ()	Education level				
	under the age of 25	between 25 and 60	over the age of 60		under the age of 25	between 25 and 60	over the age of 60		
Architecture	strongly agreeable	26.67%	44.51%	56.10%	Architecture	strongly agreeable	32.00%	45.12%	53.66%
	agreeable	37.33%	40.24%	26.83%	agreeable	agreeable	36.00%	35.98%	26.83%
	average	30.67%	14.02%	4.88%	average	average	30.67%	18.90%	7.32%
	disagreeable	4.00%	1.22%	0.00%	disagreeable	disagreeable	0.00%	0.00%	0.00%
	strongly disagreeable	1.33%	0.61%	2.44%	strongly disagreeable	strongly disagreeable	1.33%	0.00%	2.44%
	strongly disagreeable	22.67%	40.24%	43.90%	strongly disagreeable	strongly disagreeable	26.67%	39.63%	46.34%
Plant	strongly agreeable	37.33%	42.68%	34.15%	Plant	agreeable	40.00%	40.24%	26.83%
	agreeable	37.33%	16.46%	9.76%	agreeable	agreeable	30.67%	18.29%	14.63%
	average	1.33%	0.61%	0.00%	average	average	1.33%	1.83%	0.00%
	disagreeable	1.33%	0.00%	2.44%	disagreeable	disagreeable	1.33%	0.00%	2.44%
	strongly disagreeable	32.00%	45.73%	53.66%	strongly disagreeable	strongly disagreeable	30.67%	41.46%	53.66%
	strongly disagreeable	41.33%	39.02%	21.95%	strongly disagreeable	strongly disagreeable	46.67%	42.07%	21.95%
Peasant painting	strongly agreeable	25.33%	14.02%	12.20%	Peasant painting	agreeable	20.00%	15.85%	12.20%
	agreeable	0.00%	0.61%	0.00%	agreeable	average	1.33%	0.61%	0.00%
	average	1.33%	0.61%	2.44%	average	disagreeable	1.33%	0.00%	2.44%
	disagreeable	1.33%	0.61%	2.44%	disagreeable	disagreeable	1.33%	0.00%	2.44%
	strongly disagreeable	32.00%	45.73%	53.66%	strongly disagreeable	strongly disagreeable	30.67%	41.46%	53.66%
	strongly disagreeable	41.33%	39.02%	21.95%	strongly disagreeable	strongly disagreeable	46.67%	42.07%	21.95%

Continued.

Table 2. Continued.

Landscape value	Education level		
	under the age of 25	between 25 and 60	over the age of 60
The natural landscape value is high and the scenery is beautiful	strongly agreeable	46.95%	43.90%
	agreeable	33.33%	29.27%
	average	29.33%	14.63%
	disagreeable	0.00%	0.00%
	strongly disagreeable	1.33%	2.44%
The landscape here allows me to have the interactions	strongly agreeable	42.68%	39.02%
	agreeable	40.00%	36.59%
	average	33.33%	12.20%
	disagreeable	1.33%	0.00%
	strongly disagreeable	1.33%	2.44%
The environmental value is high	strongly agreeable	37.80%	41.46%
	agreeable	28.00%	29.27%
	average	40.00%	17.07%
	disagreeable	29.33%	0.00%
	strongly disagreeable	1.33%	2.44%

Table 3. Landscape perception discrepancy among different education level groups in peasant painting village.

	I think () is artistic	Education level		I like the()	Education level		
		Below high school	Junior college or above		Below high school	Junior college or above	
Architecture	strongly agreeable	51.2%	38.0%	Architecture	strongly agreeable	53.6%	39.1%
	agreeable	33.3%	40.1%		agreeable	28.6%	38.0%
	average	14.3%	18.8%		average	17.9%	21.9%
	disagreeable	1.2%	2.1%		disagreeable	0.0%	0.0%
	strongly disagreeable	0.0%	1.0%		strongly disagreeable	0.0%	1.0%
Plant	strongly agreeable	45.2%	32.8%	Plant	strongly agreeable	45.2%	34.4%
	agreeable	36.9%	42.2%		agreeable	35.7%	40.1%
	average	17.9%	22.9%		average	16.7%	23.4%
	disagreeable	0.0%	1.0%		disagreeable	2.4%	1.0%
	strongly disagreeable	0.0%	1.0%		strongly disagreeable	0.0%	1.0%
Peasant painting	strongly agreeable	47.6%	42.2%	Peasant painting	strongly agreeable	50.0%	37.0%
	agreeable	41.7%	35.9%		agreeable	39.3%	41.7%
	average	10.7%	19.8%		average	10.7%	19.3%
	disagreeable	0.0%	0.5%		disagreeable	0.0%	1.0%
	strongly disagreeable	0.0%	1.6%		strongly disagreeable	0.0%	1.0%

Continued.

Table 3. Continued.

Landscape value	Education level	
	Below high school	Junior college or above
The natural landscape value is high and the scenery is beautiful	strongly agreeable	40.6%
	agreeable	39.1%
	average	18.2%
	disagreeable	1.0%
	strongly disagreeable	1.0%
The landscape here allows me to have the interactions	strongly agreeable	32.8%
	agreeable	42.7%
	average	21.9%
	disagreeable	1.6%
	strongly disagreeable	1.0%
The environmental value is high	strongly agreeable	33.9%
	agreeable	39.6%
	average	25.0%
	disagreeable	0.5%
	strongly disagreeable	1.0%

Table 4. Landscape perception discrepancy among different address groups in peasant painting village.

I think () is artistic		Address		
		Local residents	Non local residents who come here for employment	Non local tourists
Architecture	strongly agreeable	61.0%	31.0%	28.90%
	agreeable	31.6%	37.9%	40.30%
	average	3.0%	20.6%	25.50%
	disagreeable	0.0%	3.4%	2.70%
	strongly disagreeable	1.0%	0.0%	0.60%
Plant	strongly agreeable	51.0%	20.6%	17.80%
	agreeable	38.7%	44.8%	38.90%
	average	6.1%	20.6%	30.20%
	disagreeable	0.0%	3.4%	0.60%
	strongly disagreeable	1.0%	0.0%	0.60%
Peasant painting	strongly agreeable	61.2%	44.9%	30.90%
	agreeable	30.0%	37.9%	40.30%
	average	3.0%	17.2%	25.50%
	disagreeable	0.0%	0.0%	0.60%
	strongly disagreeable	2.0%	0.0%	0.60%

I like ()		Address		
		Local residents	Non local residents who come here for employment	Non local tourists
Architecture	strongly agreeable	56.1%	31.0%	34.90%
	agreeable	33.6%	31.0%	34.90%
	average	6.1%	27.5%	27.50%
	disagreeable	0.0%	0.0%	0.00%
	strongly disagreeable	1.1%	0.0%	0.60%
Plant	strongly agreeable	48.9%	31.0%	28.90%
	agreeable	38.7%	31.0%	38.30%
	average	7.1%	31.0%	28.10%
	disagreeable	1.0%	0.0%	2.00%
	strongly disagreeable	1.0%	0.0%	0.60%
Peasant painting	strongly agreeable	58.1%	44.8%	25.50%
	agreeable	34.6%	24.1%	46.30%
	average	3.0%	20.0%	24.20%
	disagreeable	0.0%	0.0%	1.30%
	strongly disagreeable	1.0%	0.0%	0.60%

Continued.

Table 4. Continued.

Landscape value		Address		
		Local residents	Non local residents who come here for employment	Non local tourists
The natural landscape value is high and the scenery is beautiful	strongly agreeable	57.1%	48.2%	32.90%
	agreeable	34.6%	24.1%	38.90%
	average	4.0%	13.7%	21.40%
	disagreeable	0.0%	3.4%	1.30%
	strongly disagreeable	1.0%	0.0%	0.60%
The landscape here allows me to have the interactions	strongly agreeable	50.0%	44.8%	26.20%
	agreeable	38.7%	17.2%	40.30%
	average	7.1%	31.0%	28.10%
	disagreeable	0.0%	0.0%	2.70%
	strongly disagreeable	1.0%	0.0%	0.60%
The environmental value is high	strongly agreeable	44.8%	41.3%	26.80%
	agreeable	45.9%	31.0%	38.90%
	average	5.1%	17.2%	30.20%
	disagreeable	0.0%	3.4%	1.30%
	strongly disagreeable	1.0%	0.0%	0.60%

the interactions”. People between the age of 25 and 60 gave higher score than people under the age of 25 and people over the age of 60.

Analysis of Landscape Perception Differences Among Groups With Different Education Levels in Peasant Painting Villages

Artistic value of landscape: The survey shows that the overall artistic value of local landscape is rated significantly lower by respondents with junior college degree or above than by respondents with high school degree or below, which indicates that respondents with low education level are more likely to identify with the artistic value of landscape in peasant painting village. Respondents with a high school degree or less agree that local architecture, plants and peasant painting are artistic, with 89.3% of respondents agreeing or strongly agreeing that peasant painting are artistic. For those with a college degree or above, local architecture and peasant painting are the most artistic, with 75% of respondents agreeing or strongly agreeing that plants are artistic.

Landscape preference: 82.1 percent of respondents with a high school education or below agree or strongly agree with the statement “I like peasant painting here,” while 78.6 percent of respondents with a college education or above agree or strongly agree. In architecture, plant and peasant painting,

respondents with two degrees of education show significantly lower preference for plants than for architecture and peasant painting, but respondents with high school education or below show higher preference for plants, reaching 80.9%. The survey shows that respondents with high school education or below tend to ignore the surrounding plant environment while visiting, while those with college education or above tend to be sensitive to the surrounding plant environment and pay more attention to the coordination between the surrounding environment and the overall sense of peasant painting village.

Environmental value: The survey shows that 82.1 percent of respondents with a high school education or above agreed or strongly agreed that “The natural landscape value is high and the scenery is beautiful”, “The landscape could let me interact” and “The environmental value there is high”, which was the highest among the two groups. This indicates that respondents with a high school education or below have a stronger sense of identity to this place, and their judgment of the value of this place is lower than those with a college education or above.

Analysis of Landscape Perception Differences of Different Sources of Peasant Painting Villages

The artistic value of landscape: The artistic value of the landscape The survey results show that both local residents and foreign tourists overwhelmingly believe that the architecture of the painter village is artistic, 3% of local tourists, 20.6% of foreign employment residents and 25.5% of foreign tourists think that the artistry of the architecture of the painter village is average, less Some people think that the buildings here are not artistic; for the artistic value of plants and peasant paintings, more than 80% of local residents, more than 60% of foreign employment residents and more than 50% of foreign tourists consider it to be artistic, and less than 5% of people think it is artistic. Think they are not artistic.

Landscape preferences: Landscape preference According to the survey results, about 70% of the respondents think that they like the architecture of the painter village, about 20% of the respondents think that they like the architecture here in general, and less than 5% of the people think they don't like the architecture here. ; About 65% of the people think they like the plants in the painter's village, about 26% of the people think they like the plants here in general, and less than 5% of the people think they don't like the plants here; about 83% of the respondents About 20% of the people think that they like the famous agricultural paintings in the painter's village. About 20% of the people think that they like the famous agricultural paintings here. Less than 5% of the people think they don't like the famous agricultural paintings here.

Landscape value: Landscape value According to the survey results, more than 70% of the people think that the natural landscape value of the painter's village is high and the scenery is pleasant, more than 10% of the people think that the natural scenery is of average value, and less than 5% of the people think that the value is low; for landscape interaction, more than 70% of the people think that the landscape of the painter's village can be very interactive, more than 25% of the people think that the interaction of the landscape is

average, and less than 5% of the people think that the interaction is very poor. The evaluation is very high. More than 20% of the people have an average evaluation of the environment of the painter's village, and less than 5% of the people have a very low evaluation of the environment of the painter's village.

CONCLUSIONS AND ADVICE

Conclusion From Data Analysis

Retired people and liberal professions think that the buildings, plants and peasant paintings in peasant painting village are artistic. Retirees, Liberal professions and others prefer architecture, plants and peasant paintings. Retirees and Liberal professions think that the landscape value of peasant painting village is high. However, students think that the landscape value here is not high and that it is not suitable for interaction; People over the age of 60 think that peasant paintings of village buildings, plants and peasant paintings are artistic and prefer them. However, peasant painting villages are less attractive to young people under the age of 25; Respondents with a college degree or above had lower average scores in the above three aspects than those with a high school degree or below. This indicates that the interviewees with a college degree or above have a higher cognitive level and standard for landscape perception of peasant painting villages, while the interviewees with a high school degree or below prefer the original landscape environment of peasant painting villages; the vast majority of people think that the architecture, plants and agricultural famous paintings of the painter's village are artistic; most people think that the natural landscape value of the peasant village is relatively high. The results show that there is little difference in people's landscape perception and cognition of this place from different sources.

Advice for Fengjing Peasant Painting

Establish and operate self media, publicize the image of Fengjing peasant paintings on various media platforms, Table a new media publicity matrix, and expand popularity and interactivity. Determine the main tourism images, such as buildings and structures, so that tourists can enjoy the tourism scenery through close-up view, long-range view and borrowed view. On the basis of relevant use functions, it should be integrated with the nearby tourism environment to meet the aesthetic needs of tourists, so as to attract more tourists to the tourism image. Set up more younger experience activities. For example, establish IP image and develop peasant painting experience activities. Fengjing peasant painting village should rely on peasant paintings to actively develop cultural and creative products, use emerging technologies, create brand culture, and improve the quality of products with the help of the Internet and new technologies. Fengjing peasant painting village should improve the plant matching, so that leaves can be seen in four seasons and flowers can be seen in three seasons. According to the season, plant characteristics and plant culture, it should be combined with peasant painting display to Table a characteristic plant punch in point.

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