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# RESEARCH ON LANDSCAPE DESIGN METHODS FOR AGRITOURISM SITES IN CHINA

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The qualification work contains the results of own research

The use of ideas, results and texts of other authors must be referenced to the appropriate source Zhang Zhihuan Zhang Zhihuan（Monesy）

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# Abstract

With the development of rural revitalization and the integration of agriculture and tourism, traditional agricultural production spaces are gradually transforming into multifunctional agritourism environments. Landscape design plays an important role in this transformation by improving spatial quality, visitor experience, and the comprehensive value of agricultural resources.

This study takes the Jinghe Succulent Plant Base in Suqian City, Jiangsu Province, as the research and design site. Through case analysis, site investigation, spatial analysis, and practical landscape design, the study explores landscape design methods for agritourism spaces. The analysis identifies several existing problems, including insufficient integration of production and visitor experience, weak spatial organization, limited interactive and educational functions, inadequate public service facilities, and insufficient expression of regional characteristics.

Based on these findings, the study proposes four main design approaches: landscape organization of agricultural production spaces, development of visitor experience spaces, ecological landscape development, and expression of regional culture. In the practical design, the concept of "Integrating Succulent Plant Experiences with Agritourism" is adopted, and the site is reorganized into functional zones for plant display, production experience, science education, recreation, and services.

The study concludes that agritourism landscape design should be based on agricultural resources, centered on visitor experience, supported by ecological conditions, and integrated with regional culture. The proposed methods provide practical references for transforming traditional agricultural production bases into multifunctional agritourism spaces.



**Keywords:** agritourism; landscape design; agricultural production space; visitor experience; succulent plants

# Part I. Research Background and Case Analysis

## 1.1 Background of Agritourism Development

With the further implementation of the rural revitalization strategy and the deepening of integrated urban-rural development, the functions of agricultural spaces are gradually undergoing transformation. Traditional agricultural areas mainly serve the function of agricultural production, whereas modern agriculture is increasingly developing toward the integration of productive, ecological, recreational, and cultural-educational functions [1].

Agritourism, as an emerging development model that integrates agriculture with tourism, makes use of agricultural resources, rural environments, and regional culture to organize comprehensive activities, including sightseeing, leisure and recreation, hands-on experiences, and science popularization and education [2].

Traditional agritourism projects are generally based on the demonstration of agricultural production, the harvesting of agricultural products, and simple sightseeing activities. In such projects, landscape design mainly focuses on visual enhancement and the improvement of the spatial environment. However, with changes in social lifestyles and visitor needs, agritourism spaces are gradually transforming from places centered on passive sightseeing into multifunctional environments that provide comprehensive experiences [3].

Contemporary landscape design for agritourism spaces should not only satisfy visitors' needs for appreciating natural landscapes and gaining agricultural experiences, but also coordinate agricultural production, ecological conservation, and the expression of regional culture. Landscape space is gradually becoming an important medium connecting agricultural production with tourism experiences. Through rational spatial organization, agricultural production processes can be transformed into landscape content with aesthetic, experiential, and educational value [4].

At the present stage, the major development trends in the landscape design of agritourism spaces are mainly reflected in the following aspects.

First, there is a transition from simple sightseeing to comprehensive experiential functions. Agritourism spaces are no longer limited to the display of agricultural landscapes; instead, they enhance visitor participation through interactive activities, science popularization and education, and recreational programs.

Second, there is a shift from simple landscape beautification to the integrated use of space. Design should make full use of agricultural resources, rationally coordinate production spaces, visitor spaces, and public spaces, and improve the efficiency of land-resource utilization.

Third, there is a transition from the creation of artificial landscapes to ecologically sustainable development. Landscape design for agritourism spaces should take the natural environment into account, improve environmental quality through ecological design approaches, and promote harmonious development between human activities and nature [5].

Therefore, against the background of the rapid development of agritourism, research on landscape design approaches suitable for agritourism sites is of great significance for enhancing the value of agricultural spaces, promoting the development of rural industries, and facilitating the integration of agriculture and tourism.

## 1.2 Case Studies of Landscape Design for Agritourism Sites

With the development of landscape design for agritourism spaces in China and abroad, a considerable number of representative practical projects have been implemented. By making use of agricultural resources, reorganizing spatial functions, and optimizing the ecological environment, these projects have transformed traditional agricultural production spaces into tourism-oriented experiential spaces.

An analysis of relevant cases shows that successful agritourism landscape projects generally share the following characteristics:

They make full use of agricultural resources and transform agricultural production processes into components of the landscape experience.

They create continuous visitor routes and circulation systems through rational spatial organization.

They incorporate ecological design principles to improve the environmental quality of agricultural landscapes.

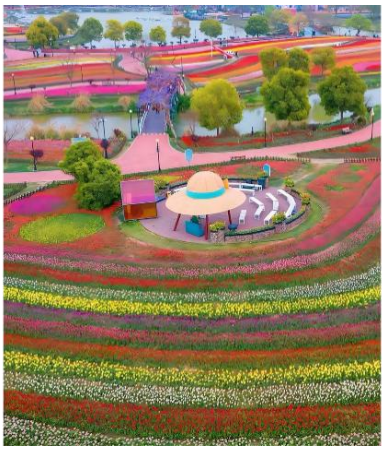
They integrate regional cultural characteristics to strengthen the identity and recognizability of landscape spaces.

Therefore, case-study research can provide both a theoretical basis and practical references for the landscape design of the Jinghe Succulent Plant Base in Suqian City.

### 1.2.1 Analysis of Domestic Cases

(1) Dutch Flower Sea in Dafeng, Yancheng, Jiangsu Province

The Dutch Flower Sea in Dafeng, Yancheng, Jiangsu Province, is an agritourism project developed on the basis of the local floriculture industry. Through large-scale flower cultivation, landscape-space development, and the introduction of tourism functions, the project has transformed a traditional agricultural production area into an agritourism destination integrating sightseeing, leisure, and cultural experiences.


The project makes full use of floral resources and creates a distinctive visual identity through large-scale planting compositions. At the same time, a complete visitor experience system is established through the arrangement of pedestrian paths, landscape nodes, and recreational facilities.

The main design characteristics of this case are as follows:

① Landscape Utilization of Agricultural Resources

The project transforms flower cultivation areas, which were originally used mainly for agricultural production, into landscape spaces with strong aesthetic value. As a result, the agricultural production process itself becomes an important part of the visitor experience.

② Creation of Themed Landscape Spaces

Through the use of a unified planting theme and a coherent landscape image, the project enhances the recognizability of the agritourism site and creates a distinctive spatial experience for visitors.

③ Development of a Tourism Experience System

By organizing the pedestrian circulation network, landscape nodes, and recreational spaces, visitors are able to experience the agricultural landscape in a continuous and sequential manner, thereby increasing their level of participation and engagement with the site.

This case demonstrates that the landscape design of agritourism spaces should focus not only on the visual effects of planting arrangements, but also on enhancing

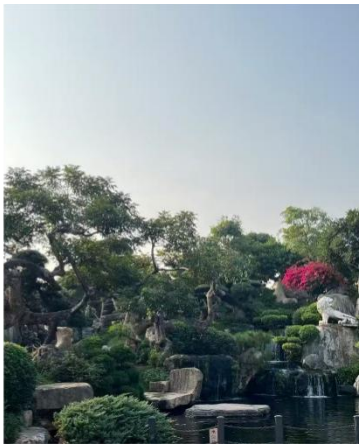
the tourism and educational value of agricultural resources through rational spatial organization.

(2) Chencun Flower World in Shunde District, Foshan, Guangdong Province

Chencun Flower World, located in Shunde District, Foshan, Guangdong Province, was developed on the basis of the local floriculture industry. By integrating agricultural production, flower exhibitions, commercial services, and tourism experiences, the project has created a comprehensive agritourism space.

The project goes beyond the traditional agricultural production model by linking the agricultural production chain with tourism experiences. As a result, the agricultural space not only serves a productive function but also becomes an important venue for presenting agricultural culture and demonstrating the value of the floriculture industry.





The main characteristics of this case are as follows:

① Integration of Production and Tourism Functions

Through flower exhibitions, product sales, and visitor-oriented activities, the project transforms agricultural industry resources into tourism value.

② Organization of Multifunctional Spaces

The integration of exhibition, communication, and recreational spaces enhances the comprehensive service capacity of the agritourism site.

③ Integration of Landscape Design and Industrial Development

Landscape design not only serves to improve and beautify the environment but also functions as an important means of promoting the agricultural brand and communicating the value and characteristics of the industry.

This case demonstrates that the landscape design of agritourism spaces should go beyond the traditional organization of agricultural production areas and enhance spatial value through the integration of diverse functions.

1.2.2 Analysis of International Cases

(1) Agritourism Landscape of the Lavender Fields in Provence, France

Agritourism in the lavender-growing regions of Provence is based on local agricultural resources and regional culture. Through large-scale planting landscapes, rural environments, and cultural and educational activities, a representative model of agritourism has been developed.

The project makes full use of lavender cultivation resources and integrates the agricultural production landscape with tourism experiences. This allows visitors to learn about agricultural production processes in a natural setting while experiencing the distinctive characteristics of regional culture.



The main design characteristics of this case are as follows:

① Distinctive Use of Regional Resources

By utilizing plant resources that are characteristic of the local area, the project creates a unique landscape image and enhances the recognizability of the agritourism destination.

② Integration of Agricultural Landscape and Cultural Experience

Visitors can not only appreciate the agricultural landscape but also participate in local cultural activities. This helps transform the agricultural space from a place of passive viewing into a space for active and immersive experiences.

③ Ecological Environmental Protection

The project places strong emphasis on preserving the natural characteristics of the site and uses ecological design approaches to maintain a balance between agricultural development and environmental protection.

This case demonstrates that the landscape design of agritourism spaces should fully consider local resources and create a spatial system with distinctive regional characteristics through the integration of ecological, cultural, and tourism functions.

## 1.3 Case Summary and Design Implications

Based on the analysis of domestic and international cases of landscape design for agritourism spaces, the following major design approaches can be summarized:

(1) Landscape Organization of Agricultural Production Spaces

Agricultural production space forms the foundation of agritourism landscape development.

Successful cases transform agricultural production from a purely productive function into experiential landscape content by opening production areas to visitors, displaying agricultural processes, and optimizing spatial layouts.

Therefore, in the landscape design of agritourism spaces, the landscape value of agricultural production processes should be fully explored, and the integration of production spaces with tourism experience spaces should be strengthened.

(2) Systematic Development of Tourism Experience Spaces

Agritourism projects should establish an integrated system for visitor movement, stay, and experience.

Through the organization of circulation networks, landscape nodes, and functional spaces, continuous visitor routes can be created and the quality of spatial experience can be improved.

The design process should also take visitor behavior into consideration so that the landscape space can respond to diverse needs, including sightseeing, staying, recreation, and interactive participation.

(3) Sustainable Development of Ecological Landscapes

The landscape of agritourism spaces should not only satisfy visual and aesthetic needs but also contribute to ecological environmental protection.

Through rational plant selection and arrangement, efficient use of water resources, and the establishment of ecological infrastructure, the environmental quality of agricultural spaces can be improved while supporting the long-term sustainability of the landscape.

(4) Expression of Regional Cultural Identity

Agritourism spaces are not only places for presenting natural landscapes but also important carriers of local culture.

Landscape design should integrate local agricultural characteristics, the natural environment, and cultural resources in order to create spaces with a distinctive regional identity.

# Part II. Site Analysis

## 2.1 Project Overview

The Jinghe Succulent Plant Base in Suqian City is located in Liyuanwan, Suyu District, Suqian City, Jiangsu Province. The base primarily focuses on the production, propagation, and sale of succulent plants.




With the continuous optimization of the agricultural industrial structure and the development of agritourism, traditional agricultural production bases are gradually transforming from single-function production spaces into comprehensive agritourism spaces integrating agricultural production, plant display, recreational experiences, and science education.

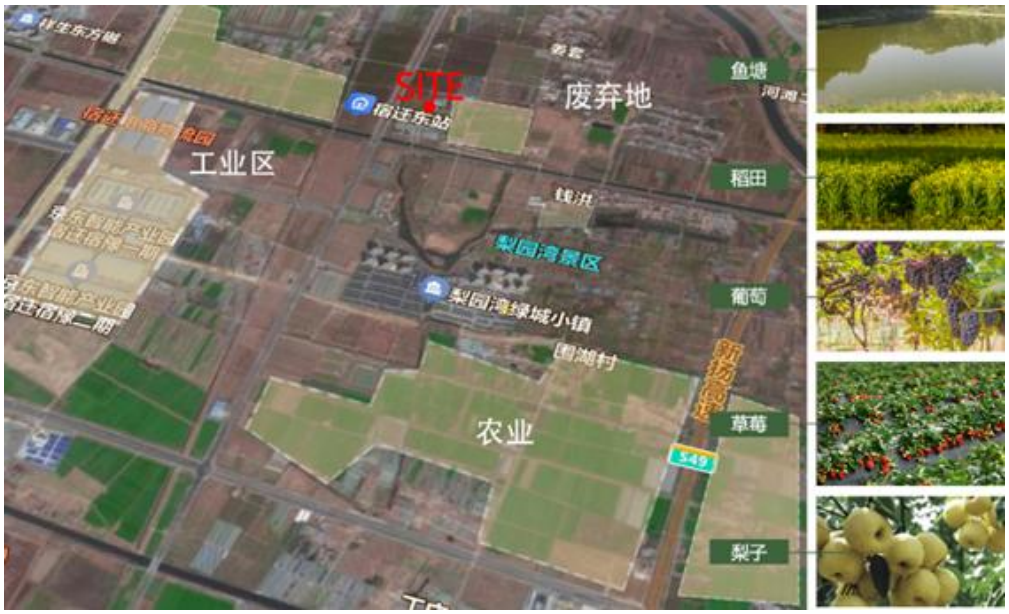
The Jinghe Succulent Plant Base has a solid industrial foundation and significant advantages in plant resources. Its development model is gradually shifting from a traditional agricultural production base toward an agritourism experience space. Therefore, the base has considerable research value in the field of landscape design for agritourism sites.

In this project, the Jinghe Succulent Plant Base is selected as the research site. Based on an analysis of its existing environmental conditions, spatial structure, and functional requirements, the study explores landscape design approaches suitable for the development of agritourism.

### 2.1.1 Location Analysis

Suqian City is located in northern Jiangsu Province, in the eastern part of the Huang-Huai Plain, and is one of the important agricultural regions of Jiangsu Province. Suqian has favorable resource conditions for agricultural development and abundant rural landscape resources, providing a strong foundation for the development of agritourism.

The Jinghe Succulent Plant Base is located in Liyuanwan, Suyu District, Suqian City. The surrounding area is characterized primarily by agricultural spaces and a rural environment.




The area in which the base is located has the following characteristics:

a strong foundation of agricultural resources;

a relatively complete rural ecological environment;

favorable spatial conditions for the development of agricultural industries;

potential for transformation into an agritourism space.

At present, the base mainly functions as a site for the production and sale of succulent plants. However, with the growing demand for agritourism, landscape design is needed to optimize the spatial structure, enhance the display functions of the base, and improve the overall quality of the visitor experience.

### 2.1.2 Analysis of the Natural Environment

The Suqian region has a temperate monsoon climate with four distinct seasons, and its climatic conditions are generally favorable for the growth of various plant species.

The existing site is mainly composed of agricultural production spaces, including succulent cultivation areas, production facilities, and auxiliary service spaces.

From the perspective of natural conditions, the base has the following advantages:

(1) Advantages of Plant Resources

Succulent plants are characterized by a wide variety of species, diverse forms, and distinctive color variations, giving them considerable value for landscape application. Different types of succulents can be combined into planting compositions to create characteristic plant landscapes and distinctive visual effects within the agritourism space.

(2) Agricultural Ecological Foundation

The existing agricultural production environment of the base provides favorable conditions for landscape development. Through rational planning, existing production areas can be transformed into agricultural landscape spaces with both visual appeal and experiential functions.

(3) Advantages of the Rural Environment

The area surrounding the base has favorable rural environmental conditions. Through landscape design, the relationship between agricultural spaces and the natural environment can be strengthened, thereby creating a more ecological agritourism environment.

2.1.3 Analysis of the Production Foundation

The core activities of the Jinghe Succulent Plant Base include the production, propagation, and sale of succulent plants.

Succulent plants have several characteristics, including a wide variety of cultivars, high ornamental value, relatively adaptable production cycles, and suitability for display and landscape composition. These characteristics provide strong resource advantages for the development of agritourism [6].

At present, the base has established a production system of a certain scale and has developed a basic market-oriented operational foundation. However, from the perspective of agritourism development, the base still focuses mainly on production and sales, while functions related to visitor experience, botanical education, and recreational activities remain insufficiently developed.

Therefore, future landscape design should strengthen the development of the following functions while maintaining the agricultural production role of the base:

plant display;

tourism experience;

science education;

recreational services.

Through these improvements, agricultural production resources can be transformed into resources for tourism and visitor experience.

## 2.2 User Group Analysis

The main users of the agritourism space include tourists, base employees, and residents of the surrounding area. Different user groups have different spatial needs.

(1) Tourist Group Analysis

Tourists are one of the primary user groups of the agritourism space. The main purposes of visiting the succulent plant base include:

viewing characteristic plants;

experiencing the agricultural environment;

learning about plants;

participating in recreational activities;

taking photographs.

Therefore, the landscape design should provide:

continuous visitor routes;

diverse landscape nodes;

spaces for interactive experiences;

comfortable recreational environments.

Through spatial design, visitor participation can be strengthened and the overall quality of the agritourism experience can be improved.

(2) Employee Group Analysis

Base employees are mainly responsible for:

plant cultivation;

daily maintenance;

production management;

product sales.

Their spatial needs include:

convenient circulation for production and transportation;

rationally organized working spaces;

adequate production facilities.

During the design process, the relationship between production zones and visitor areas should be carefully coordinated. On the one hand, the efficiency of agricultural production should be maintained; on the other hand, the display and experiential value of the production space should be enhanced.

(3) Analysis of Surrounding Residents

The agritourism base serves not only external tourists but also functions as an important part of the local rural environment.

Residents of the surrounding area have spatial needs related to:

daily recreation;

community interaction;

public activities.

Therefore, the design should take into account both tourism experiences and the needs of local residents, allowing the base to become an important shared space that connects agricultural development, tourism activities, and rural life.

## 2.3 Analysis of the Existing Spatial Conditions

### 2.3.1 Insufficient Integration of Production Space and Visitor Experience

At present, the base is primarily organized around succulent plant production areas, and its spatial layout mainly serves the needs of agricultural production.

Although the existing production spaces contain abundant plant resources, visitors are not yet able to fully understand or experience the plant cultivation process. As a result, the value of agricultural production has not yet been effectively transformed into tourism and visitor experience value.





The main problems include insufficient accessibility of production areas, monotonous forms of plant display, and limited opportunities for visitor participation. Therefore, landscape design should be used to strengthen the display and experiential functions of the production spaces.

2.3.2 Insufficient Organization of Landscape Space

The existing spatial structure of the base is primarily organized around production functions. However, a complete and systematic visitor circulation network has not yet been established.




The main manifestations of this problem include:

weak spatial connections;

an insufficient number of landscape nodes;

limited spaces for visitors to stop, rest, and stay.

Through the organization of circulation routes, landscape nodes, and functional zones, agritourism spaces should create a continuous visitor experience and improve tourists' spatial perception throughout the visiting process.

2.3.3 Insufficient Educational and Interactive Functions



2.3.3 Insufficient Educational and Interactive Functions

At present, the base mainly provides opportunities for plant purchasing and simple sightseeing, but lacks meaningful interactive activities.

The existing deficiencies include:

insufficient presentation of plant-related knowledge;

a lack of interactive activities;

the absence of spaces for science education.

In future design, spaces for science education displays, hands-on plant experiences, and educational activities should be introduced in order to enhance the comprehensive functionality of the base.

#### 2.3.4 Insufficient Public Service Spaces

The development of agritourism requires a well-established public service system. At present, the base faces several problems, including:

an insufficient number of resting spaces for visitors;

incomplete service infrastructure;

limited spaces for activities and social interaction.

Therefore, additional resting, communication, and service spaces should be provided to improve visitor comfort and the overall quality of the experience.

## 2.4 Summary of the Main Problems

Based on the analysis of the existing conditions of the Jinghe Succulent Plant Base in Suqian City, the following major problems can be identified:

(1) Dominance of Production Functions and Insufficient Development of Visitor Experiences

The base has a strong foundation for succulent plant production. However, the production spaces have not yet been fully transformed into spaces for tourism and visitor experiences.

(2) Lack of Systematic Spatial Organization

The existing spaces mainly serve agricultural production. At the same time, an integrated visitor route and a well-developed system of landscape nodes have not yet been established.

(3) Insufficient Interactive Experiences

Visitors are currently mainly limited to sightseeing and plant purchasing. There is a lack of activities that allow them to participate more deeply in agricultural production processes.

(4) Need for Improvement of Public Service Infrastructure

The insufficient provision of spaces for rest, communication, and services negatively affects the overall visitor experience.

(5) Insufficient Expression of Regional Culture

The distinctive features of the base are currently derived mainly from its plant resources. Greater integration with the local natural environment and regional culture is needed in order to create a unique landscape identity.

Therefore, the future landscape design of the Jinghe Succulent Plant Base should focus on four major directions:

landscape organization of agricultural production;

systematic development of visitor experiences;

optimization of the ecological environment;

creation of a distinctive regional identity.

These directions provide a foundation for further research on landscape design methods for agritourism sites and for the development of the subsequent design concept.

# Part III. Research on Landscape Design Methods for Agritourism Spaces

Landscape design for agritourism spaces is a process of enhancing the value of agricultural resources and transforming spatial functions through landscape design methods based on existing agricultural production spaces.

Unlike conventional landscape design, agritourism landscape design should not only meet requirements for visual attractiveness and functional use of space, but also coordinate agricultural production, the ecological environment, visitor experiences, and regional culture.

Based on the previous case studies and the analysis of the existing conditions of the Jinghe Succulent Plant Base in Suqian City, the major approaches to agritourism landscape development can be summarized as follows:

methods for the landscape organization of agricultural production spaces;

methods for the development of visitor experience spaces;

methods for ecological landscape development.

Together, these methods form a basic framework for the landscape design of agritourism spaces and provide a theoretical basis for the subsequent development of the landscape design concept for the Jinghe Succulent Plant Base.

## 3.1 Landscape Organization of Agricultural Production Spaces

Agricultural production space forms the basis of agritourism development and is also an important characteristic that distinguishes agritourism landscapes from ordinary urban landscapes.

Traditional agricultural spaces primarily serve production functions, and their spatial layouts are generally designed to improve agricultural production efficiency. As a result, opportunities for visitor participation are relatively limited.

Landscape design for agritourism spaces should move beyond the traditional production-oriented spatial model and use landscape design approaches to transform agricultural production processes into landscape content with display, experiential, and educational value. In this way, agricultural resources can be transformed from purely productive resources into resources with multiple forms of value.

### 3.1.1 Presentation of Agricultural Production Processes

Agricultural production processes themselves have considerable value for tourism and visitor experiences.

In the landscape design of agritourism spaces, selected production areas can be opened to visitors, exhibition spaces can be introduced, and spatial organization can be optimized so that visitors are able to learn about agricultural production processes.

Specific approaches include:

establishing open production and exhibition areas;

displaying the growth processes of plants;

integrating agricultural facilities and equipment into the landscape;

increasing opportunities for visitor participation in agricultural activities.

For a succulent plant base, processes such as plant propagation, cultivation, and maintenance can be transformed into hands-on experiential activities in which visitors are able to participate.

Through these approaches, agricultural production is no longer limited to an internal operational function, but becomes an important component of the agritourism experience.

### 3.1.2 Landscape Utilization of Agricultural Resources

Agricultural resources possess not only productive value but also landscape value.

Landscape design for agritourism spaces should fully explore the distinctive characteristics of agricultural resources. Through the rational organization of plants, agricultural facilities, and production environments, characteristic landscape spaces can be created.



Succulent plants are characterized by a wide variety of cultivars, diverse forms, distinctive color variations, and a long ornamental period. Therefore, they are highly suitable as a major resource for agritourism landscape development.

During the design process, the landscape expression of agricultural resources can be enhanced through:

themed plant displays;

compositional combinations of plants;

the creation of distinctive viewing nodes.

### 3.1.3 Integration of Production and Visitor Spaces

Agritourism spaces should establish a rational relationship between production functions and visitor activities.

If production spaces and visitor spaces are completely separated, visitors will have fewer opportunities to understand agricultural processes. Therefore, the two should be effectively integrated through rational spatial planning.

The main approaches include:

creating routes that present agricultural production processes;

zoning the site according to visitor activities;

optimizing the production circulation system;

establishing connections between production activities and sightseeing experiences.

Through spatial integration, the normal operation of agricultural production can be maintained while the quality of the visitor experience is simultaneously improved.

## 3.2 Development of Visitor Experience Spaces

One of the main objectives of agritourism development is to improve the quality of visitor experiences.

Contemporary visitors seek not only to view agricultural landscapes, but also to participate in agricultural activities, acquire plant-related knowledge, and engage in interactive experiences.

Therefore, the landscape design of agritourism spaces should establish an integrated visitor experience system.

### 3.2.1 Organization of Visitor Routes

Visitor routes are an important spatial structure that connects different areas within an agritourism site. A rationally designed circulation route can guide visitors through the site and create a coherent and sequential spatial experience.

The design process should take into account:

the spatial structure of the site;

the distribution of landscape resources;

the behavioral needs of visitors.

On this basis, a visitor route with clear orientation and spatial continuity should be established.

For the Jinghe Succulent Plant Base, the following spatial sequence can be created:

Entrance Exhibition Area，Plant Viewing Area， Agricultural Experience Area，Science Education Area，Recreation and Service Area

A complete visitor route can help strengthen visitors' overall understanding and perception of the spatial organization of the base.

### 3.2.2 Development of Landscape Nodes

Landscape nodes are important spaces for visitor experience within agritourism environments.

The rational arrangement of landscape nodes can enhance the attractiveness of the site and encourage visitors to stay for longer periods.

The design of these nodes may integrate:

displays of characteristic plants;

spaces for rest and social interaction;

interactive facilities;

decorative landscape elements.

Through the spatial connections among individual nodes, the agritourism site can develop a richer and more varied spatial structure.

### 3.2.3 Design of Interactive Spaces

The development of agritourism is increasingly shifting from passive viewing toward active participation.

Therefore, greater interaction between visitors and agricultural resources should be encouraged.

The main design elements include:

hands-on plant cultivation experiences;

science education activities related to plants;

spaces for handicraft activities;

parent-child interactive areas.

Interactive spaces can strengthen visitor participation and enhance the attractiveness of agritourism projects.

## 3.3 Ecological Landscape Development

Agritourism landscapes not only serve tourism functions but also contribute to ecological conservation and environmental improvement.

The development of ecological landscapes should take the natural conditions of the site into account and improve the quality of the spatial environment through rational design.

### 3.3.1 Plant Landscape Design

Plants are an important component of agritourism landscapes.

Planting design should not only meet aesthetic requirements but also consider the ecological adaptability of plants and their long-term maintenance needs.

During the design process, attention should be paid to:

plant species selection;

spatial composition of plants;

seasonal changes in landscape effects;

ecological maintenance requirements.

For the succulent plant base, the distinctive characteristics of succulent plants should be emphasized, and themed landscapes should be created through combinations of different species, forms, and colors.

At the same time, the use of other ornamental plants can help strengthen the spatial layering and visual richness of the landscape.

### 3.3.2 Optimization of Ecological Spaces

Agritourism spaces should improve overall site conditions through ecological design.

The main approaches include:

increasing green space coverage;

optimizing planting compositions;

improving microclimatic conditions;

enhancing spatial comfort.

The optimization of ecological spaces not only improves the visitor experience but also strengthens the long-term sustainability of agritourism environments.

### 3.3.3 Sustainable Landscape Design

The long-term operation and maintenance of agritourism projects should be considered during the design process.

Therefore, the design should incorporate:

low-maintenance plant species;

environmentally friendly materials;

ecological engineering and landscape facilities;

resource recycling and reuse strategies.

Through sustainable design approaches, the long-term development of agritourism spaces can be supported.

### 3.4.3 Development of Cultural Experience Spaces

Regional culture can be communicated more effectively through direct visitor participation.

Therefore, the design may include:

cultural exhibition spaces;

agricultural experience spaces;

spaces for communication and public activities.

These spaces allow visitors not only to appreciate the landscape but also to gain direct experience of local agricultural culture.

Research on landscape design methods for agritourism spaces indicates that four major aspects should be comprehensively considered in the design process: agricultural production, visitor experience, the ecological environment, and regional culture.

The landscape organization of agricultural production spaces enhances the value of agricultural resources; the development of visitor experience spaces strengthens visitor participation; ecological landscape development improves the quality of the spatial environment; and the expression of regional culture reinforces the distinctive identity of the landscape.

Together, these design methods provide a theoretical foundation for the development of the landscape design concept for the Jinghe Succulent Plant Base in Suqian City. They will be further applied in the practical design presented in the following section.

# Part IV. Landscape Design of the Jinghe Succulent Plant Base in Suqian City

Based on the analysis of the development background of agritourism, relevant case studies, and the existing problems of the base, this project is developed under the guidance of the landscape design methods for agritourism spaces discussed above.

The project takes the resources of the succulent plant industry as its core. Through the optimization of spatial structure, improvement of the functional system, and enhancement of the visitor experience, the existing agricultural production space is intended to be transformed into an agritourism experience space.

Particular attention is given to coordinating agricultural production, plant display, visitor experience, the ecological environment, and regional characteristics. On this basis, the project aims to create a multifunctional agritourism landscape integrating production display, science education, and recreational experiences.

## 4.1 Design Concept

The core concept of the project is “Integrating Succulent Plant Experiences with Agritourism.” The design makes full use of the existing succulent plant resources and transforms agricultural production processes into landscape content with both visual and experiential value [7].

Through the optimization of landscape spaces, the traditional agricultural production base is transformed into a comprehensive agritourism environment integrating:

plant display;

agricultural experiences;

science education;

recreational activities.

The overall design concept consists of the following three major aspects:

(1) Integration of Agricultural Production and Visitor Experience

The project retains the existing production functions of the base. While ensuring the requirements of plant cultivation and production management, agricultural production processes are transformed into visitor-oriented experiential content through open displays, interactive activities, and the creation of landscape nodes.

The landscape organization of production spaces improves the utilization efficiency of agricultural resources and promotes the integration of productive value with tourism and visitor experience.

(2) Creation of a Distinctive Succulent Plant Theme

Succulent plants are the most important resource of the base and the key feature that distinguishes this project from other agritourism sites.

The design makes full use of the following characteristics of succulent plants:

diversity of forms;

richness of colors;

high ornamental value.

Through themed plant displays, the creation of distinctive landscape nodes, and spatial planting compositions, a recognizable succulent-themed landscape is established.

(3) Improvement of the Ecological Environment and Spatial Experience

The project places strong emphasis on the ecological quality and comfort of the agritourism environment.

Through rational plant selection, improvement of landscape infrastructure, and optimization of the spatial environment, the overall landscape quality of the base is enhanced, creating a natural, comfortable, and interactive environment for visitors.

## 4.2 Master Planning

### 4.2.1 Overall Planning Concept

Considering the existing conditions of the base and the development requirements of agritourism, the project adopts the following spatial model:

“Production Display — Themed Experience — Recreational Services”



The overall planning focuses on integrating agricultural production spaces with visitor experience spaces. Through rational spatial organization, a continuous and coherent visitor journey is created, allowing visitors to move through, explore, and experience the site in a sequential manner.




The overall site is divided into five main functional zones:

entrance exhibition area;

succulent production and exhibition area;

themed succulent experience area;

science education area;

recreation and service area.

These functional zones are connected through a system of circulation routes and landscape nodes, forming an integrated agritourism spatial system.

### 4.2.2 Spatial Structure Design

The overall spatial structure is organized according to a gradual sequence extending from the entrance toward the deeper parts of the site.

Front Section: Entrance Exhibition Space

This area serves the functions of visitor arrival, information display, and landscape orientation. Through distinctive planting compositions, entrance identity design, and landscape nodes, the overall image and recognizability of the base are enhanced.

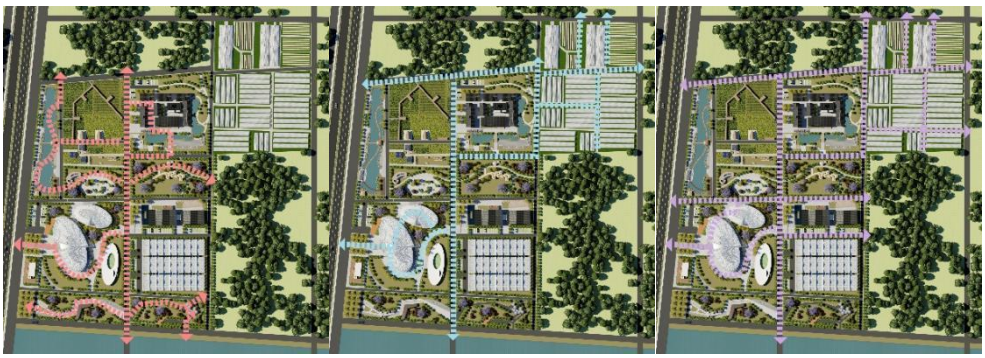
Central Section: Themed Succulent Experience Space

This is the main area for visitor stay and activities. Through succulent displays, interactive activities, and distinctive landscape nodes, an attractive central landscape space is created.

Rear Section: Production and Exhibition Space

This area retains the functions of agricultural production while strengthening its role as a display space. Along specially organized visitor routes, visitors can learn about the cultivation and maintenance processes of succulent plants, thereby integrating agricultural production with the visitor experience.

### 4.2.3 Visitor Circulation System Design



To improve the quality of the visitor experience, a continuous visitor circulation route is established throughout the base.

The route passes through the following zones:

Entrance Exhibition Area → Themed Succulent Exhibition Area → Production Experience Area → Science Education Area → Recreation and Service Area

Through this circulation system, visitors can gradually become familiar with the characteristics of the base and experience a complete sequence of activities, ranging from sightseeing and hands-on participation to recreation and rest.

## 4.3 Functional Space Design

### 4.3.1 Succulent Production and Exhibition Area

The succulent production and exhibition area is an important expression of the agricultural characteristics of the base.

The design aims to enhance the display value of the agricultural space while retaining its production function, so that the production process itself becomes an important component of the visitor experience.

The main design elements include:

(1) Open Display of Plant Cultivation




By partially opening the production areas to visitors, they are able to observe the growth process of succulent plants at close range.

The display content includes:

plant cultivation;

plant maintenance;

cultivar classification.

This helps visitors gain a deeper understanding of agricultural production processes.

(1) Plant Classification Display

Succulent plants are displayed in different categories according to characteristics such as form, color, and growth habits. Through carefully arranged planting compositions, a themed landscape with strong visual appeal is created.

(2) Agricultural Experience Activities

According to visitor needs, simple participatory agricultural activities are provided, including:

hands-on succulent cultivation;

practical plant maintenance experiences;

learning about plant-related knowledge.

These activities enhance interactivity and strengthen visitor engagement.

4.3.2 Themed Succulent Experience Area



The themed succulent experience area is the central component of the landscape design of the base. Through distinctive displays of succulent plants, this area creates

an agritourism space that combines ornamental value with opportunities for active visitor participation.

The design content includes:



(1) Themed Plant Landscape

Through the compositional arrangement of different species of succulent plants, a distinctive plant landscape is created.

The use of diverse colors, forms, and spatial variations enhances the visual experience of visitors.

(2) Distinctive Viewing Nodes

In response to visitors' needs for stopping and staying, the design provides:

landscape trails;

viewing and resting platforms;

spaces for photography.

These features enhance both the attractiveness and the functionality of the space.

(3) Immersive Experience Space

Through the integration of plants, pathways, infrastructure, and the surrounding spatial environment, visitors are able to gain a deeper understanding of the theme and culture of succulent plants.



4.3.3 Science Education Area



Agritourism serves not only recreational functions but also educational purposes. The science education area is mainly designed for:

children;

school and university students;

general visitors.

The design content includes:

(1) Plant Knowledge Display

The educational displays cover:

classification of succulent plants;

their growth conditions;

plant care and maintenance methods.

This helps improve visitors' knowledge and understanding of plants.

(2) Interactive Educational Space

The design provides:

science education display facilities;

hands-on activity areas;

spaces for educational programs.

These facilities strengthen visitor participation in the learning process.

(3) Educational and Research Activities

Based on the agricultural resources of the base, activities such as plant observation and hands-on planting are organized. These activities enhance the educational value of the agritourism space.

4.3.4 Recreation and Service Area





The recreation and service area mainly meets visitors' needs for rest, social interaction, and staying on the site.

The design content includes:

resting spaces;

landscape seating;

service facilities;

spaces for activities and social interaction.

By providing a comfortable spatial environment, the length of visitors' stays can be extended and their overall experience can be improved.

At the same time, this area helps improve the service system of the base and enhances the operational capacity of the agritourism space.

## 4.4 Specialized Design

### 4.4.1 Circulation and Pathway System Design

The circulation and pathway system is planned to meet the needs of both agricultural production and visitor movement.

The main design principles include:

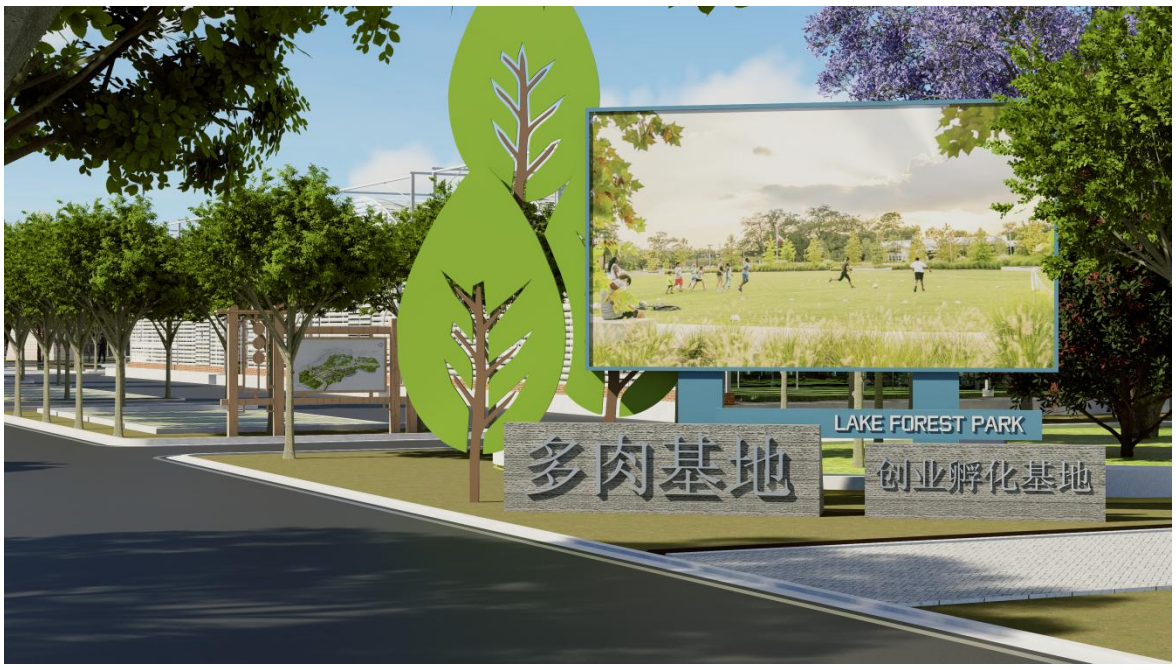
(1) Functional Separation

Visitor routes and production roads are rationally separated to avoid mutual interference.

(2) Pedestrian-Oriented Experience

Walking is the primary mode of movement within the site. Continuous pedestrian routes connect the major landscape nodes.

(3) Spatial Guidance



Through the alignment of pathways, planting compositions, and the arrangement of landscape nodes, visitors are guided along a complete sightseeing route throughout the site.

4.4.2 Plant Landscape Design

Succulent plants form the core of the planting design. Combined with other ornamental plants, they create a multilayered agritourism landscape.




The main design principles include:

(1) Emphasizing Thematic Identity

Succulent plants are used as the primary landscape element to strengthen the thematic identity of the base.

(2) Creating a Multilayered Spatial Structure

Plants of different heights and forms are combined to create a diverse and layered spatial effect.

(3) Improving Ecological Adaptability

Plant species adapted to local environmental conditions are selected to improve the efficiency of landscape maintenance and management.

4.4.3 Landscape Facility Design




Landscape facility design should meet the needs of visitors while reinforcing the overall identity of the base.

The main elements include:

wayfinding and signage systems;

resting facilities;

exhibition facilities;

service facilities.

The style of the landscape facilities is coordinated with the agritourism theme. A natural and concise design language is adopted so that the facilities can be harmoniously integrated into the overall landscape environment.

In this project, the Jinghe Succulent Plant Base in Suqian City is selected as the site for practical research. Based on the application of landscape design methods for agritourism spaces, the site has been systematically planned and reorganized.

Through the establishment of functional spaces such as the production and exhibition area, themed succulent experience area, science education area, and recreation and service area, the agricultural production space has been transformed into a comprehensive agritourism environment.

At the same time, through the optimization of the circulation and pathway system, planting design, and landscape facilities, the overall environmental quality of the base and the quality of the visitor experience have been improved.

This project demonstrates the practical value of applying landscape design methods to agritourism spaces and provides design references for the landscape transformation of similar agricultural production bases.

## Part V. Design Conclusions

This study explores landscape design methods for agritourism sites through the case of the Jinghe Succulent Plant Base in Suqian City. Based on an analysis of the development background of agritourism, relevant case studies, existing site conditions,

and practical landscape design, the study investigates approaches for transforming agricultural production spaces into agritourism spaces.

Agricultural resources form the foundation of the project, while visitor experience serves as its central focus. Through spatial optimization and functional reorganization, the traditional production base has been transformed into a multifunctional space integrating plant display, agricultural experiences, science education, and recreation.

The study indicates that landscape design for agritourism sites should consider not only spatial form and visual perception, but also the coordination of agricultural production, the ecological environment, visitor activities, and regional culture, thereby enhancing the comprehensive value of agricultural spaces.

(1) Summary of Design Methods

Based on the analysis of agritourism landscape design cases and the practical design of the Jinghe Succulent Plant Base, the main landscape design methods for agritourism sites can be summarized as follows:

## 5.1 Landscape Organization of Agricultural Production Spaces

Agricultural production space forms the foundation of agritourism landscape development. Traditional agricultural bases mainly serve production functions, and their openness, accessibility, and opportunities for visitor interaction are generally limited. In this project, production areas are reinterpreted as landscape spaces, while the processes of succulent propagation, cultivation, and maintenance are transformed into content that visitors can observe and experience directly.

Through the creation of plant exhibition spaces, production experience areas, and open cultivation zones, agricultural production processes become an important part of the agritourism experience. This approach improves the efficiency of agricultural resource utilization and promotes the integration of production functions with visitor experience.

## 5.2 Development of Visitor Experience Spaces

The contemporary development of agritourism reflects a shift from passive viewing toward active visitor participation. In this project, a coherent visitor route is

created through the rational organization of the circulation and pathway system, landscape nodes, and functional zones.

Visitors can follow the sequence:

Entrance Exhibition Area → Themed Succulent Space → Production and Exhibition Area → Science Education Area → Recreation and Service Area

This spatial sequence allows visitors to gradually become familiar with the characteristics of the base. Through changes in spatial hierarchy and the incorporation of interactive elements, visitor engagement is strengthened, transforming the agricultural landscape from a static display space into a dynamic experiential environment.

## 5.3 Ecological Landscape Development

The landscape of an agritourism site not only supports tourism activities but also plays an important role in improving the ecological environment. In this project, the planting composition, spatial environment, and ecological infrastructure are optimized according to the natural conditions of the site, thereby improving the overall landscape quality.

In the planting design, succulent plants are used as the primary landscape feature and are supplemented by other plant species to create a multilayered spatial structure and enrich the overall composition. The ecological landscape development approach contributes to improving the environmental quality of the agritourism space and supports its long-term sustainable development.

## 5.4 Expression of Regional Culture

Agritourism spaces are not only places for displaying agricultural resources but also important carriers of regional culture. This project draws on the characteristics of the agricultural environment of the Suqian region and the distinctive features of the succulent cultivation industry. Through themed landscape nodes, spatial planning, and the design of landscape elements, the distinctive identity of the base is reinforced.

The expression of regional culture enhances the recognizability of the agritourism space and enables visitors to appreciate the plant landscape while also experiencing the cultural characteristics of the site.

## 5.5 Development of a Comprehensive Agritourism Space

The ultimate goal of landscape design for agritourism sites is to achieve the coordinated integration of production, ecological, social, service, and tourism functions. Through the landscape organization of agricultural production spaces, the systematic development of visitor experience spaces, ecological environmental optimization, and the expression of regional characteristics, a comprehensive agritourism spatial system can be created, integrating:

Agricultural Production Space → Exhibition Landscape Space → Visitor Experience Space → Recreation and Service Space

This design approach promotes the transformation of traditional agricultural production bases into multifunctional agritourism spaces and enhances the comprehensive value of agricultural resource utilization.

(2) Research Limitations

Although this study explores landscape design methods for agritourism sites through case analysis and practical design, certain limitations remain due to constraints in research conditions and the duration of the design process.

1. Limited Range of Case Studies

This study mainly analyzes selected examples of agritourism landscape design in China and abroad and summarizes relevant design methods based on these cases.

Because different regions vary in natural conditions, agricultural resources, and cultural environments, the findings derived from the case analysis have certain limitations. Future research should expand the range of case studies and conduct classified analyses of different types of agritourism projects in order to improve the broader applicability of the proposed design methods.

2. Insufficient Evaluation of Visitor Use of Space

This study mainly focuses on landscape and spatial design, including spatial organization, functional zoning, and the development of visitor experiences. Since the project has not yet been implemented, long-term evaluations of visitor feedback, spatial use efficiency, and operational performance are currently unavailable.

Future research may incorporate actual operational data and visitor feedback to further refine and improve the design strategies.

3. Need for Further Research on Ecological Sustainability

Agritourism landscapes involve multiple aspects, including plant ecology, water-resource utilization, and long-term site maintenance. This study mainly focuses on the development of landscape spaces, while ecosystem assessment, resource reuse, and long-term maintenance strategies have not been examined in sufficient depth.

Future research should integrate ecological assessment methods into the design process and further strengthen research on the sustainable development of agritourism landscapes.

4. Need to Strengthen the Integration of Regional Culture

This project primarily focuses on the characteristics of the succulent cultivation industry. However, further research could be conducted on the local rural culture, agricultural history, and other regional characteristics of Suqian.

In future design practice, greater attention should be paid to the integration of local cultural resources in order to create more distinctive regional characteristics within agritourism landscapes.

Landscape design for agritourism sites serves as an important means of transforming agricultural production spaces into comprehensive experiential environments.

Taking the Jinghe Succulent Plant Base in Suqian City as a case study, this research summarizes several design approaches through case analysis, site investigation, and practical design. These approaches include the landscape organization of agricultural production spaces, the creation of tourism experience spaces, the development of ecological landscapes, and the expression of regional culture.

The study indicates that landscape design for agritourism sites should be based on agricultural resources, oriented toward visitor experience, supported by the ecological environment, and characterized by regional culture. In this way, coordinated development among agricultural production, tourism experience, and the ecological environment can be achieved.

This project provides practical design references for the transformation of agricultural production bases into agritourism spaces and may also serve as a methodological foundation for future landscape design practice in agritourism projects.

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