There is no end to learning

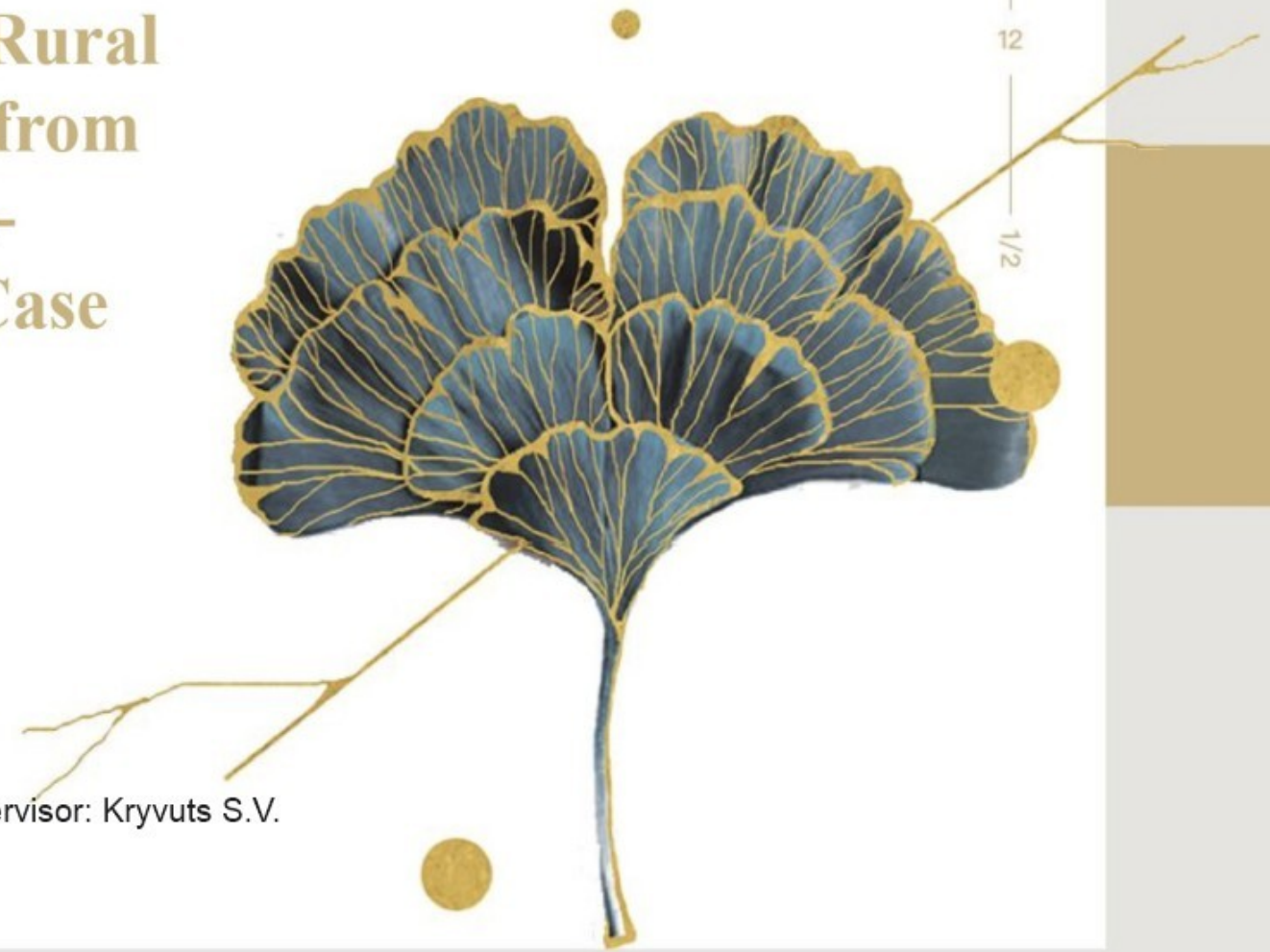
Kharkiv State Akademy of Design and Arts

NOW

12

1/2

Research on the Design of Rural Research and Study Bases from the Perspective of Cultural-Tourism Integration — A Case Study of Dongnan Village, Changzhou City



2026-10 Zhou Hanlu
(Hamia)

Fill name of supervisor: Kryvuts S.V.

目录

CONTENTS

选题背景与意义
The background and significance of the topic

研究内容及思路
Research contents and ideas

研究方法及过程
Research methods and procedures

论文总结
Thesis summed up

01

The background and significance of the topic



01 The background and significance of the topic

research background

- **01 Policy Orientation for the Integrated Development of Rural Revitalization and Cultural Tourism**
  Jiangsu Province and Changzhou City have successively introduced policies to support the upgrading of rural cultural tourism, encourage the development of study tours and labor practice education, and provide a favorable policy environment for the construction of rural study bases. The educational value of rural space is gradually being valued.

- **02 The trend of scale and quality development in the study tour industry**
  With the integration of quality education and labor education into the teaching system of primary and secondary schools, the market size of study tours continues to expand. The traditional extensive rural study mode is no longer able to meet market demand, and the industry as a whole is transforming towards localization, curriculum based, and scenario based quality. Rural study bases need to be optimized and upgraded.

- **03 The realistic demand for the transformation and upgrading of rural study bases**
  Numerous villages in the Jiangnan region possess uniquely advantageous pastoral landscapes, water systems, and folk cultural resources; however, many of these villages still exhibit significant shortcomings in developing study-and-visit programs. Southeast Village in Changzhou, a typical agricultural water village in Southern Jiangsu, boasts favorable ecological and agrarian folk cultural endowments; nevertheless, it has yet to establish a specialized study-and-visit base, and its resource advantages have not been transformed into industrial advantages. Under these circumstances, conducting research on the design of a study-and-visit base for Southeast Village from the perspective of integrating culture and tourism holds practical necessity.

01 The background and significance of the topic

Significance of the Study

01theoretical significance

- **First**, expand applied research on the integration of cultural and tourism theories within the design of rural study-based learning bases. Specifically, apply the theories of the experience economy, scenario creation, and sustainable development to the spatial design of rural study-based learning sites in the Jiangnan region.

- **Second**, supplement existing research on rural study-based learning in the water-town areas of Southern Jiangsu. While current domestic research on rural study-based learning predominantly focuses on northern mountain villages and traditional ancient villages, this study conducts a systematic investigation using Changzhou's Southeast Village as a case study, thereby providing a theoretical reference for subsequent similar research projects.

- **Third**, explore strategies for transforming local rural resources—such as agricultural practices, folk customs, and ecological assets—into immersive learning scenarios and educational content, offering theoretical insights to facilitate the transformation of rural spaces from purely agricultural production spaces to multifunctional spaces integrating study-based learning and education.

01 The background and significance of the topic

Significance of the Study

02 practical significance

- **First**, for the residents of Southeast Village: systematically leverage and revitalize the village's water-town ecological resources and agricultural folk traditions; address the current deficiency in educational activity facilities by conducting strategic planning and design for an educational research base; optimize spatial layout and supporting infrastructure; and promote the living inheritance of local cultural heritage. By harnessing the educational research industry to drive the development of local agricultural products and rural cultural tourism, the village can broaden income-generating avenues for villagers, thereby facilitating the effective implementation of rural revitalization initiatives in Southeast Village.

- **Second**, targeting the demographic of study tours: develop rural study tour infrastructure tailored to primary and secondary school students, providing neighboring schools with practical venues for labor education, natural science outreach, and local cultural immersion, thereby meeting the practical needs of primary and secondary school study tours within the framework of quality-oriented education.

- **Third**, regional reference value. Southeast Village is an ordinary Jiangnan water village in Southern Jiangsu; it is neither a renowned ancient village nor a famous tourist destination. The design strategies proposed in this study can provide practical guidance for numerous ordinary villages in Changzhou and the broader Southern Jiangsu region that possess similar resource foundations, seek to develop study-tourism initiatives, but lack well-established implementation frameworks.

02

Research Scope and Approach



02 Research Scope and Approach

This paper explores the design of rural study-based tourism bases from the perspective of cultural and tourism integration, selecting Southeast Village in Changzhou as a specific research case. By integrating multidisciplinary theories, this study is organized into the following four sections：

introduction

This section outlines the research background, objectives, and significance of this study; it also clarifies the research methodology, innovative contributions, and technical roadmap of the paper, thereby establishing an overall research framework for the entire work.





related concepts and theoretical foundations

Define the core concepts of cultural tourism integration and rural study bases, clarify the connotations of scene creation theory and sustainable development theory, and analyze the bidirectional coupling and symbiotic relationship between cultural tourism integration and rural study bases.

Field research and current situation analysis

Field research and current situation analysis. Sort out the basic overview of Southeast Village, summarize the resources, location, and policy advantages of Southeast Village's development research base, and analyze the main existing problems from four dimensions: spatial design, cultural tourism integration, research courses, and operational management.





Design and implementation planning of research and learning base

Based on theory, case studies, and research results, clarify the overall positioning and design principles of the base, and carry out overall planning and functional zoning; Complete detailed design of key areas.

03

Research Methods and Procedures

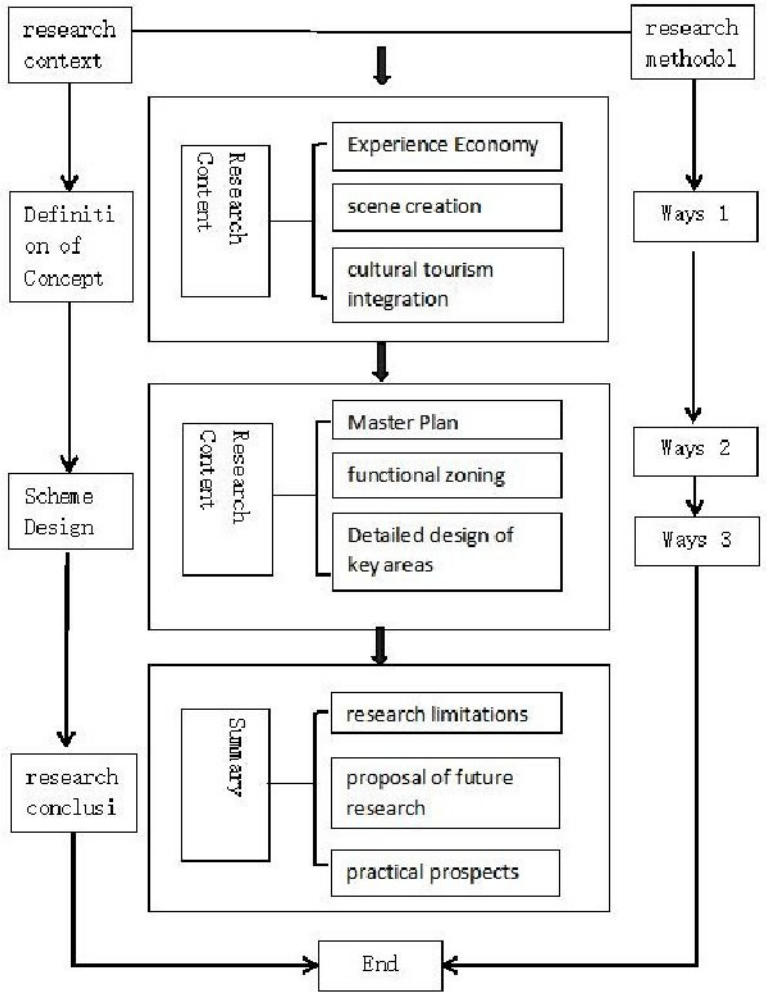


03 Research Methods and Procedures

Theoretical preparation

- **Cultural and tourism integration**
  By combining cultural resources with tourism carriers, regional culture can be transformed into experiential cultural and tourism products. In the field of rural study abroad, the integration of culture and tourism can transform local farming and folk ecological resources into study abroad scenarios and curriculum content, promoting the dual functions of rural space in balancing tourism experience and study abroad education.
- **Integration of Culture and Tourism**
  Rural study bases are practical educational places based on local ecological, agricultural, and folk resources in rural areas, with quality education as the core and cultural and tourism experience functions. They are the material carrier for carrying out rural study tours and an important platform for promoting the revitalization and utilization of rural cultural and tourism resources.

Technical Roadmap



03 Research Methods and Procedures

Research and analysis stage——Project Location and Environment



China



Jiangsu Province



Southeast Village





Southeast Village

Location Analysis：

Southeast Village in Changzhou City is located in Xixiashu Town, Xinbei District, in the hinterland of the Yangtze River Delta in southern Jiangsu. It is close to the main urban area of Changzhou and can radiate to surrounding cities such as Wuxi. The region has abundant primary and secondary school resources, and there is great potential for the market of graduate students. The external road transportation is convenient, and the distance from the city to the village is relatively short, which can meet the needs of study bus travel; The village has a complete road system, with hardened roads and field boardwalks connecting resource points such as farmland and water systems, making it suitable for outdoor study and walking activities. However, there is a lack of dedicated bus parking lots for study tours in the village, and the traffic conditions on some field roads are limited. When large-scale teams visit, the traffic organization pressure is high, and it needs to be optimized in the subsequent base design.

03 Research Methods and Procedures

Research and analysis stage——Industrial Economy，Climate and Hydrology

NOW 12

Industrial Economy：





Southeast Village is located in southern Jiangsu, with traditional agriculture and pond aquaculture as its main industries. It grows rice and is a region with two harvests per year. In recent years, with the development of rural tourism, Southeast Village, which has a long history and cultural heritage, has become the choice of many urban tourists. The development of rural blood testing bases as a supporting tourism industry is a good direction for the economic development of local villages.

Climate and Hydrology：

The city of Changzhou in Jiangsu Province, where Dongnan Village is located, belongs to the East China region and has a typical northern subtropical monsoon climate. It is characterized by a mild and humid climate with distinct four seasons. Spring and summer are humid, rainy, autumn and winter are dry, with annual precipitation ranging from 1000 to 1200 millimeters, but mostly concentrated in summer. Due to the influence of plum rain and typhoons, there is a risk of flooding. In infrastructure construction, attention should be paid to the improvement of drainage facilities. The average temperature is about 15 to 15 degrees Celsius. The lighting conditions are good, with an average annual sunshine duration of about 2000 hours. Due to abundant precipitation, the river network is dense, and multiple water systems are also distributed within Zhengtai, providing conditions for the development of local agriculture and aquaculture.

03 Research Methods and Procedures

Research and analysis stage——Research and Analysis of Southeast Village

NOW

12

User Demand Analysis：

Research scholars

The core needs of primary and secondary school students and leading teachers are labor practice and popular science teaching, and there is an urgent need for professional study venues and courses



Tourist

Short distance parent-child tourists in the surrounding area prefer rural sightseeing and leisure consumption, lacking in-depth experiential projects

indigenous people

Local villagers support industrial development, but are concerned about external human flow interfering with daily life, hoping to ensure agricultural production and living space

Cultural research practitioners

Cultural and historical, handmade, and tourism planners need to showcase and create spaces to promote the revitalization and dissemination of local rice growing folk culture

03 Research Methods and Procedures

Research and analysis stage——Research Analysis

Current situation of ecological environment:





Firstly, from the perspective of village ecology, in recent years, Southeast Village has responded to the call of national rural construction by basically completing water environment dredging and road network renovation. The overall ecological environment has improved compared to earlier, but there are still problems such as disorderly surroundings in front of and behind houses, narrow and bumpy roads within the village, and indiscriminate dumping of household waste.

Space Architecture Village Appearance:





The village landscape is mostly shaped by one-sided green plants, presenting independent units. Although the vegetation is abundant, there should be few calls from the inside out, and the overall degree is not high. The intervention of modern aesthetics is relatively serious, and the utilization of the water town charm of the village itself is not in place, which is greatly influenced by the standardized village transformation and element utilization.

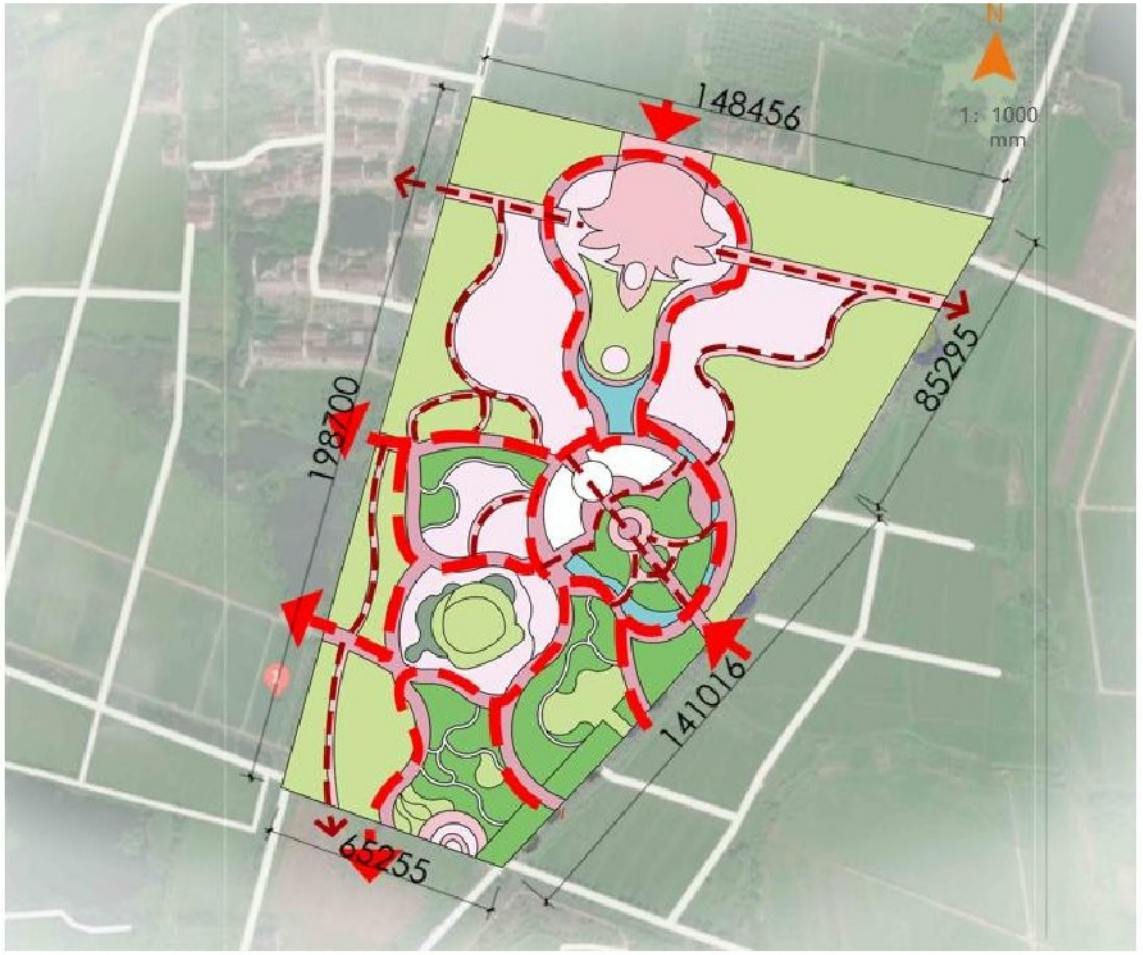
03 Research Methods and Procedures

Research and analysis stage——Overall plan planning:



03 Research Methods and Procedures

Research and analysis stage——Route analysis diagram：



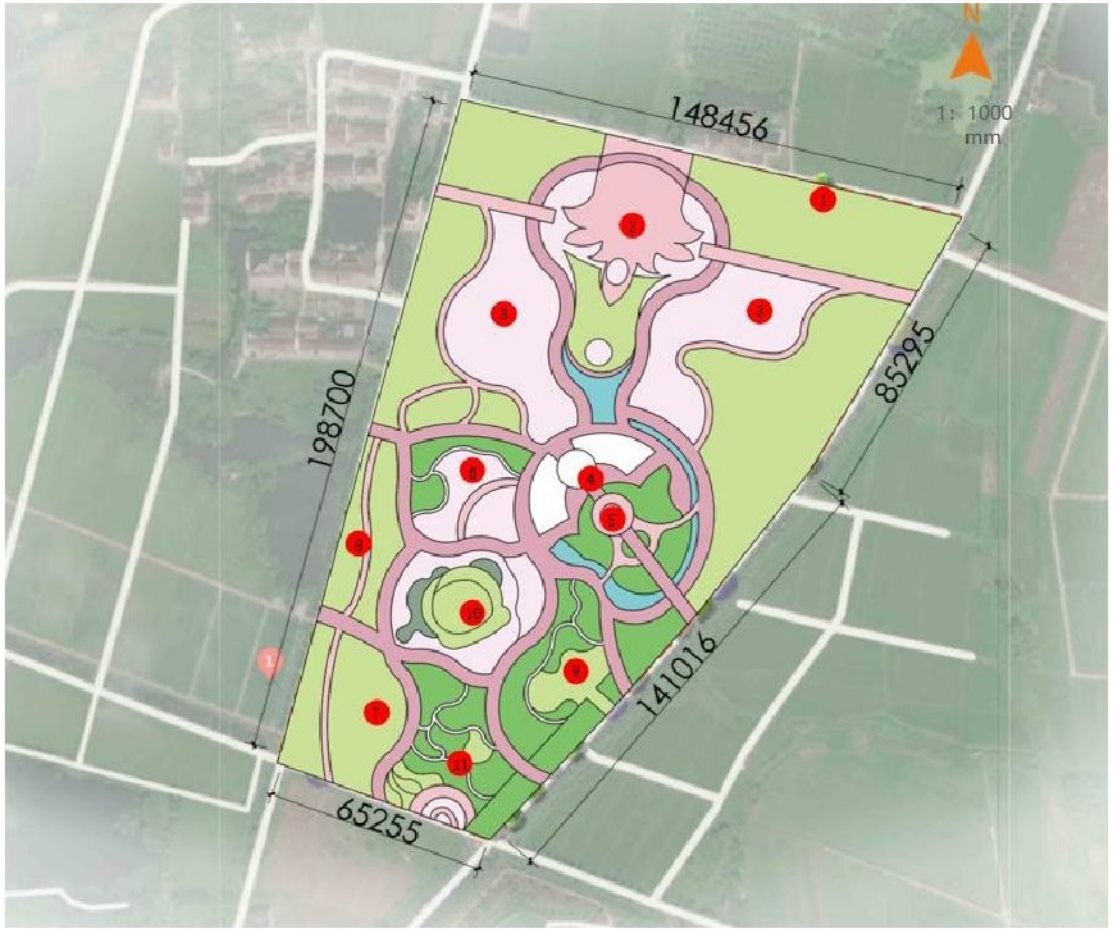
次路线
Secondary Route

主路线
Main Route

03 Research Methods and Procedures

Research and analysis stage——Functional zoning:

1. 停车场
parking lot
2. 入口集散广场 Entrance Distribution Plaza
3. 文创集市
Cultural and Creative Products Market
4. 研学活动中心
Study Tour Center
5. 户外研学课堂
Outdoor Educational Field Trip
6. 自然观察站
Natural Observation Station
7. 营地餐厅
Campground Restaurant
8. 帐篷酒店
Tent Hotel
9. 下沉广场
Sunken Plaza
10. 竹编文化广场
Bamboo Weaving Cultural Plaza
11. 田园体验区
Pastoral Experience Zone



儿童区主要有：
The children's area mainly includes:
4、5、6
成人区主要有：
Adult section – Main content
3、10、11

03 Research Methods and Procedures

Research and analysis stage——Tent camping area：





03 Research Methods and Procedures

Research and analysis stage——Tent camping area：





03 Research Methods and Procedures

Research and analysis stage——Pastoral Experience Zone：





03 Research Methods and Procedures

Research and analysis stage——Pastoral Experience Zone：





03 Research Methods and Procedures

Research and analysis stage——Sunken Plaza：





03 Research Methods and Procedures

Research and analysis stage——Outdoor educational camp：





NOW

12

1/2

03 Research Methods and Procedures

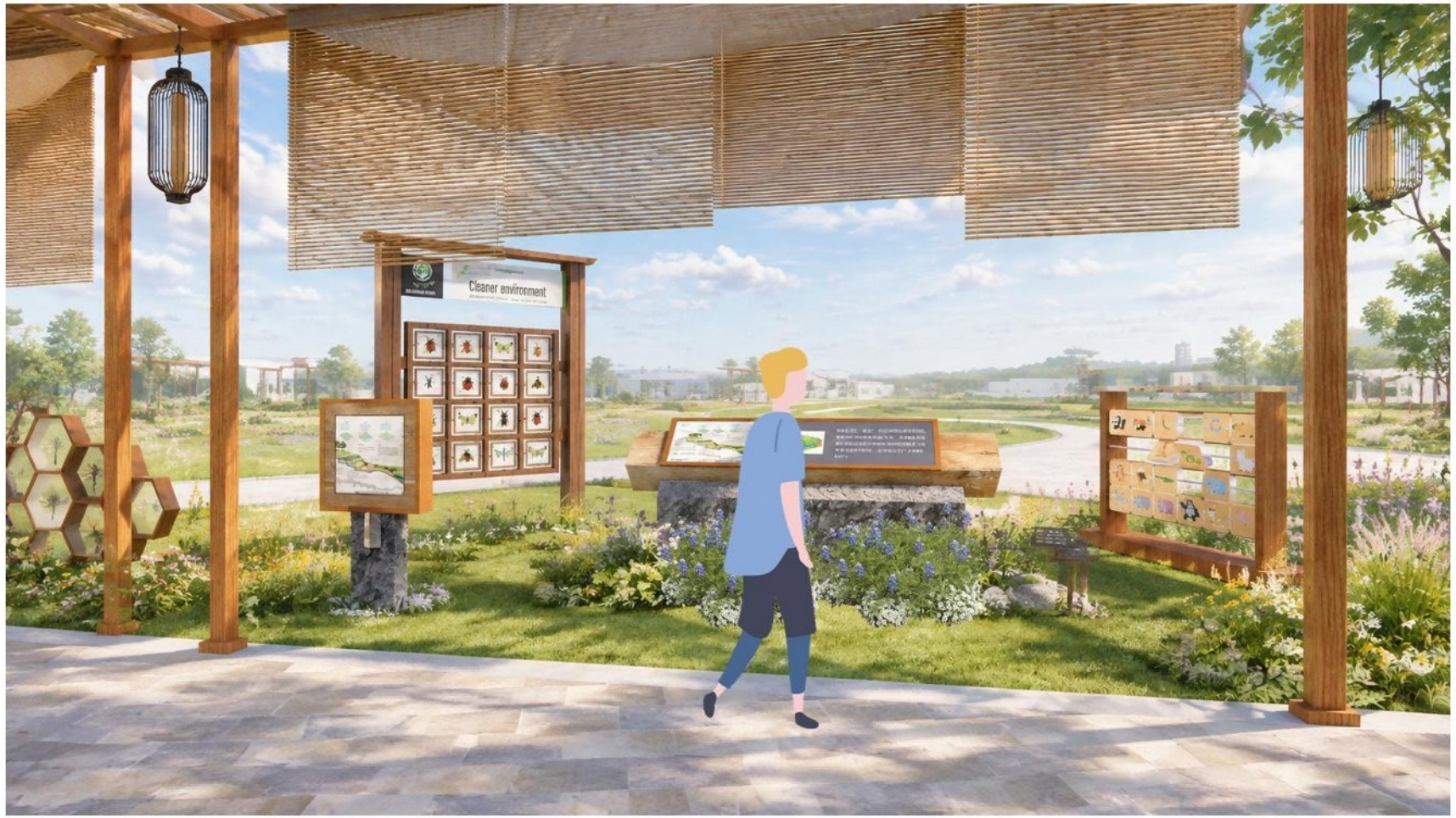
Research and analysis stage——Outdoor educational camp：





03 Research Methods and Procedures

Research and analysis stage——Science Popularization Gallery：





03 Research Methods and Procedures

Research and analysis stage——Bamboo Weaving:





03 Research Methods and Procedures

Research and analysis stage——Bamboo Weaving:





04

Paper Summary



04 Paper Summary

Main research conclusions



1. The integration of culture and tourism is a feasible path for improving the quality and upgrading of rural research and learning bases
By relying on local culture and ecological resources, we can solve pain points such as homogenization, insufficient experience, and lack of education, and achieve sustainable utilization of rural resources.
2. Southeast Village has superior resources, but requires systematic planning and renovation
Advantages: Good location, transportation, natural ecology, rice culture, and agricultural industry conditions
Problem: Shallow integration of culture and tourism, lack of research and learning functions, low resource conversion rate
3. Develop a planning and design plan for the Southeast Village Research and Learning Base
Design logic: Resources as the foundation, culture as the soul, research as the core, and cultural tourism empowerment
Value: Satisfy the dual needs of graduate education and rural cultural tourism, and assist in rural revitalization

04 Paper Summary

Limitations of the Study



Firstly, the article only establishes the basic framework of the curriculum system and operational plan, and has not yet formed a detailed implementation plan that can be directly implemented.

Secondly, this article belongs to theoretical planning research, and the proposed design scheme for the research and learning base has not yet been implemented and constructed, lacking feedback on the actual effects after completion. The practical applicability of the scheme still needs to be further tested in subsequent project practices.

Thirdly, the reference scope of the case is limited. This study mainly draws on the practical experience of rural study bases in southern Jiangsu, and there is relatively little analysis of the development models of rural study bases in other regions and different resource types in China, which limits the research perspective.

There is no end to learning

ENVIRONMENT AND NATURE

感 谢 您 的 观 看

2026-10-8



There is no end to learning