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Initial Exploration on Garden Synthesis Development

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Abstract The concept of garden synthesis is defined, and its characteristics and significance are introduced. It is proposed that garden synthesis development should start from leisure experience agriculture, embody the characteristics of harmonious coexistence between man and nature, and coordinated development of ecology, economy and society, adhere to the principle of highlighting feature, cultivating highlights, forming scale, making brand and sustainable development. In this paper, the development model of garden synthesis transferring from idle resource to industry convergence is mainly explored.

Key words Garden synthesis, Rural tourism, Industry upgrading

1 Introduction

Under the macro background of economy growth and consumption updating in China in recent years, tourist industry quickly transits to leisure vacation, and it becomes the development trend of tourist industry to value experience and find significance. The past single farm house tourism has been unable to meet the requirements of market development, and rural tourism updating is imperative. In February of 2017, garden synthesis was written in central No.1 document as the highlight measure of rural new industry development. The document points out supporting conditional countryside to construct garden synthesis which takes farmers' cooperative as main carrier, makes farmers sufficiently participate in and benefit, and integrates circular agriculture, creative agriculture, farming experience, and pilot demonstration is implemented by agricultural integrated development and rural integrated reform. Since central No.1 document proposed the concept of garden synthesis, an upsurge of development is set off in each area, and they start to actively explore and impel the construction of garden synthesis.

2 Concept

The concept of garden synthesis is defined from different angles in academic circle, but there is not unified concept of garden synthesis. We think that garden synthesis indicates new rural tourism development model. By combining with development situations of local agriculture and countryside, rural idle farm house and land are unifiedly transferred, and overall transformation and vacation utilization of village and surround farmland are conducted^[1]. The village is created into high-quality rural tourism resort, and feature village vacation brand is created. Garden synthesis is the innovative model of comprehensively developing industry and span utilization of rural assets, the rural integrated development model integrating modern agriculture, leisure tourism and rural community, and a kind of sustainable development model of conforming ru-

ral supply side structure reform, impelling the development of emerging industries, promoting rural property right system reform, realizing China's rural modernization, new urbanization, social and economic growth under the integration pattern of urban and rural areas^[2].

3 Characteristics

Garden synthesis is the updating model of rural tourism and new model of leisure sightseeing agriculture highly merging with other industries, and its specific characteristics are as below.

3.1 Good ecology The requirement of garden synthesis on rural location and traffic is lower, and it often selects a remote village. The village has good ecological environment and is quiet. The most important thing is that the original status of the countryside is more, and the natural countryside flavor is just important carrier of garden synthesis model development.

3.2 High housing vacancy rate Garden synthesis development requires that village has more vacant houses, and vacant house decreases project amount in prior period, which is easy to implement asset transfer and update the house. Garden synthesis model generally selects "hollow village" or abandoned village after the relocation of new village, which not only optimizes idle resource but also promotes the remote and uninhabited ancient village glowing new vitality.

3.3 Good architectural style and feature Garden synthesis requires that most of vernacular architectures are traditional old courtyards, with outstanding feature, and the buildings made of native material could more show rustic atmosphere. Moreover, architectural appearance and structure are saved intactly, with higher transformation value, which is convenient for constructing rural vacation model forming strong contrast with urban modernization architectural style.

3.4 Higher industry convergence degree According to the development pathway of farmland ecology, industrial integration, urban and rural integration, revolving the village and industry with the basis, advantage, feature, scale and potential, and taking natural village and characteristic area as development unit, garden

synthesis implements overall development of whole industry and comprehensively perfects infrastructure. Garden synthesis highlights main functions of industry integration and radiation driving of agriculture as the base, and possesses the basis and prospect of integrated development of circular agriculture, creative agriculture and farming experience.

3.5 Flexible management subject and investment and financing mechanism The management subject of garden synthesis is commonly composed of rural collective organizations, farmer cooperatives and professional tourism investment and operation institutions, thereby forming new management subject of the mixed ownership. The operation management takes professional organization as the core, thereby organizing and guiding farmers to join in construction and management, guaranteeing participation and benefit rights of indigenous farmers, and realizing co-construction and sharing of garden synthesis. By constructing stock cooperation and stock quantification of financial capital, and innovating farmer's benefit sharing mechanism, it makes farmers share added value income of the industry. At investment and financing mechanism, social capital combines with government input, and it should sufficiently use the first construction and then supplement, discount, award replacing supply, assuring subsidy, risk compensation, and lever financial and social capital inputting in garden synthesis construction. Various financial institutions also increase financial support intensity of garden synthesis.

4 Significance

Garden synthesis has very large contribution to regional economy development and important social, cultural and ecological significance. At economic aspect, garden synthesis has significant effects in resource accumulation, industrial value expansion, new business incubation, regional development and farmers' income increase. At social aspect, garden synthesis embodies the life of high quality, the production of high efficiency, and the ecology of high civilization. By enhancing food guarantee function, employment income function, raw material supply function, tourism leisure function, ecological conservation function and cultural tradition function, open community shared by urban and rural areas is constructed. At cultural aspect, garden synthesis highlights the blending of civilization and life, and truly becomes the place of nostalgia, the revival place of agricultural civilization, the promotion place of traditional culture and the ideal place of poetic residence. At ecological aspect, garden synthesis emphasizes the symbiosis of man and environment. It should enhance ecological cognition, ecological self-discipline and ecological conservation of human beings by taking green development as the principle.

5 Development principle

Garden synthesis is a kind of deep development according to the development and characteristics of agriculture itself. The development principle is starting from leisure experience agriculture, embodying harmonious co-existence between man and nature, coordi-

nated development of ecology, economy and society, highlighting the feature, cultivating the highlights, forming the scale, making the brand and continuously developing.

5.1 Relying on garden and ecological landscape Ecological landscape of rural garden is the longing for leisure life of modern urban dwellers and the fashion of tourist consumption, as well as development base of garden synthesis^[3]. At location selection, it should consider taking surrounding beautiful rural ecological landscape as the foil, thereby matching with the planned garden synthesis project. At planning aspect, it should take agricultural garden landscape and rural culture landscape as the bedding, and select characteristic crops, high and new agricultural technology and characteristic rural culture as basic planning elements. At construction aspect, it should not only carry out necessary reconstruction on backward appearance of rural environment but also notice protecting rural ecology and customs.

5.2 Valuing rest and experience design The tourists of garden synthesis are in holidays, and they are mainly office workers who is from nearby city and finds relax, retirees and workers conducting business negotiation and conference. The amusement in garden synthesis is not only tourism and has become a kind of living manner of many urban population. Therefore, one of keys for successful project development is how to treat "static" and "moving", namely the relationship between health leisure and sport leisure. The design of rest node should be "static", and "static" is pastoral tranquility and farmhouse sedateness, which provides the space and place of quiet leisure. "Moving" is mainly recreation or farming experience, and "moving" project should be resided in "static" landscape. It could meet not only the basic demand of urban residents returning to nature and relaxing their mind and body but also the need of urban residents on scientific and cultural cognition, and prolong recreation time and increase twice consumption.

5.3 Excavating folk custom and farming culture It should enrich culture connotation of garden synthesis to maintain long-time prosperity of garden synthesis. It should deeply excavate rural custom culture and farming culture resource, promote culture quality of garden synthesis, and realize organic combination of natural ecology and humanistic ecology. For example, traditional rural residences, furniture, workshops, ceramics, appliances, folk arts, folk games, folk songs, folk couplets, plaque, legends, celebrity attractions and monuments, farmhouse foods, drinks, proverbs, farming tools are all important folk culture and farming culture resources which could be explored and used in landscape planning and monomer design of garden synthesis.

5.4 Highlighting the feature and theme planning Feature is core competence of garden synthesis product, and theme is core attraction of garden synthesis product. It should carefully find out the resources that can be exploited, analyze the feature of surrounding garden synthesis project, and use different agricultural production and rural culture resource to create the feature. Rural resource has the characteristics of region, season, landscape,

ecology, knowledge, culture and tradition, which could be used when creating the characteristic. Meanwhile, planning of various theme activities is conducted according to project characteristics.

6 Development model

Garden synthesis is the attempt and exploration to meet the needs of agricultural industry updating, rural land value release, urban and rural market docking after urbanization develops to certain stage^[4].

6.1 Idle assets transfer First key factor for successful development of garden synthesis is new management subject transferring idle rural assets, which is also important resource acquisition approach. The essence of rural idle assets transfer is a reform of urban-rural factor flow, and a kind of exploration of impelling beautiful rural construction, enhancing rural collective economy, and increasing farmer income. In some countrysides, rural assets are generally idle, and property and income rights could not be effectively embodied, thereby causing rural property right resources mismatches or is idle. Rural idle assets transfer could wake dormant idle assets and play assets value, further realizing certain benefit. The essence of idle assets transfer is that assets ownership right is unchangeable, and the value of idle assets is realized by renting its use right. Farmers still share ownership to the possessed assets, and transfer is only renting and selling use right of assets, and assets' owner could benefit in the manner of rent and bonus.

6.2 Construction and transformation The construction and transformation of garden synthesis should maintain and show local customs, display the rural landscape to the greatest extent, stress cultural and local character. The appearance is old and unsophisticated, which blends with the surroundings, and is not unobtrusive. Local materials should be used to the greatest extent in construction and transformation process, such as stone, wood and rice straw, thereby presenting traditional residential form and creating rural architecture as much as possible. In the development of tourism experiencing activity, local resources in the village should be used to the greatest extent, such as farmland, orchard, rural poultry, production and living tools and scene. By matching with modern leisure idea, rural experiencing product with local feature is formed to promote vacation feeling of tourists. Garden synthesis should take "home grown product" as the atmosphere base. On the one hand, it should show original ecological landscape of the village, and create rich local artistic conception. On the other hand, it should maintain original living status and life breath of the village to the greatest extent, and take production and living status of rural residents as important intangible assets, and the farming villagers, the farmers who feed the poultry, and the old people who rest in front of the house are all important components of rural landscape. When seeking rustic feature, it should consider vacation quality and comfort. The contrast combination of old outside and new inside, simple outside and luxurious inside could

create unique rural holiday experience.

6.3 Industry convergence Garden synthesis is integrated development of cross industry and function, and single agricultural leisure and sightseeing vacation could not support comprehensive and sustainable development of garden synthesis, namely comprehensive operation of multi function and multi format in the project. In project exploration process, it must merge high tech agriculture, association award tourism, education industry and even high-tech industry, and many industries are co-existence and co-prosperity, and commonly become industry support of garden synthesis development. A perfect garden synthesis should be a three-industry fusion and urban-rural complex containing agriculture, forestry, animal husbandry, fishery, processing, manufacturing, catering, hotel, warehousing, preservation, finance, industry and commerce, tourism, exhibition and real estate.

7 Conclusions

In this paper, starting from the concept of garden synthesis, the characteristics, significance and development model of garden synthesis are analyzed. It is proposed that excellent garden synthesis should be scientifically and rationally developed, enhance propaganda and promotion, value brand construction, and realize industry convergence. At present, there exist many problems in the cognition and development of garden synthesis, but it is also normal phenomenon at initial stage of any new born things. With deep development of industry and perfecting of whole ecological environment, garden synthesis itself will continuously evolve. It is trusted that garden synthesis growing up gradually could quickly adapt to the times need of consumption upgrade, reset the industrial chain in the new collaboration manner and release huge energy.

In garden synthesis construction, neither government pilot nor investor can be too idealistic, and they should prudently treat the development of the garden synthesis, converge fund, talent and technology together, and establish sustainable business model. It should spend effort and time on deeply plowing, and it is absolutely not impetuous. Management subject should organize many production factors to play agglomeration effect, which should continuously operate, and it tests administrative ability of local government and resource integration ability of tourism investment operation agency.

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