

Research on rural lodging design under the concept of culture and ecology

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Abstract. With the rise of rural tourism, rural lodging has become a popular choice of accommodation. However, many rural lodgings in the design of the lack of regional and uniqueness, can not reflect the local cultural characteristics, the regional landscape and the construction of rural lodgings can not be a good organic integration, homogenisation is serious. This paper mainly takes the concept of culture and ecology as the theoretical basis, and explores the existence of regional cultural resources and natural resources in the expression of rural lodging design.

1. Introduction

In the process of rapid urbanisation and globalisation, the countryside, as the intersection of traditional cultural carriers and natural ecosystems, is facing multiple challenges of cultural rupture, ecological imbalance and spatial alienation. The concept of cultural ecology emphasises the dynamic balance of "culture-nature-people", the core of which is to achieve the living inheritance of regional cultural genes and the virtuous cycle of ecosystem through spatial design. This concept provides a brand-new perspective for the design of rural lodging: not only to avoid simplifying local culture into decorative elements, but also to break through the passive mode of traditional environmental protection, and explore the creative transformation of cultural identity and ecological wisdom in spatial production. In recent years, although scholars at home and abroad have conducted research on vernacular architecture and ecological design, they have mostly focused on a single dimension, and have not yet formed a systematic design methodology under the synergistic mechanism of culture and ecology, which is the key breakthrough for the sustainable development of rural lodging.

2. Overview of rural B&Bs

Rural B&B(Bed and Breakfast) refers to small accommodation facilities where B&B hosts participate in hospitality, built by combining individual unused housing resources with local history, humanities, natural landscape, ecological resources and agriculture, forestry, animal husbandry and fisheries. The guest rooms are no more than 4 floors and the building area is no more than 800 square metres, while the emphasis is on providing

tourists with in-depth experience of local culture and production and life. As a subsidiary industry of rural tourism, rural lodging also has the attributes of tourism products, and a good rural lodging construction should be a non-standard lodging product with integrated functions such as lodging, scenery enjoyment and local cultural experience.

There is no clear classification of rural lodging in architecture, here the author summarizes the various categories of rural lodging and classifies them according to the environmental resources, construction methods, and thematic characteristics by reading a lot of literature on lodging construction. According to the environmental resources they rely on, they are divided into architectural culture experience type, natural scenery experience type, local culture experience type. Experiential architectural culture The architectural culture experience type is generally to repair the ancient buildings, or to build with the style of ancient buildings as the design blueprint. This kind of B&B is mostly found in ancient towns and old houses, and the design style and soft furnishings match the vintage style and the surrounding environment. style and the surrounding environment complement each other and blend into one, so that tourists can better experience the local historical flavor and folklore transformation, and feel the deep cultural charm of ancient architecture; natural scenery experience type is to integrate the B&B building with the natural landscape or man-made attractions, so that tourists in the accommodation can be a very intuitive feeling of the local scenery and flavor; local cultural experience type is to make use of the rich natural resources in the local area, The local cultural experience type is to utilize the rich local natural resources, folk culture and historical resources to build the characteristic B&B. According to the construction method, they are divided into

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newly-built rural B&Bs, remodeled rural B&Bs and village cluster rural B&Bs. Newly-built rural B&Bs refer to newly-built B&Bs with regional characteristics and distinctive features in rural areas, aiming to provide tourists with a unique environment for experiencing rural life and enjoying rural scenery; renovated rural B&Bs refer to the renovation of traditional rural buildings and the integration of modern decorations and facilities based on the retention of the characteristics of rural buildings, adhering to the principle of "repairing the old as the old, coexisting with the old and the new, and repairing the old as the new". The concept of "repairing the old as the old, coexisting with the old and repairing the old as the new"; village cluster-type B&B refers to the fact that in a specific area, a number of B&Bs form a cluster together, each developing different agricultural leisure projects, with different accommodation styles but complementing each other, and the regional space is dispersed but with convenient transportation links, and jointly marketed to the outside world. They are categorized according to their thematic features: Art Experience, Rural Experience, Leisure and Entertainment. The art experience type refers to the combination of various art experience activities such as FOE pottery, carving, painting, music, tea ceremony culture, etc. with the construction of B&Bs, focusing on providing tourists with a unique art tourism experience; the rural experience type refers to the accommodation option that provides tourists with a real rural life experience, equipped with experiential activities in agricultural production, such as sightseeing orchards, sightseeing vegetable gardens, etc.; the recreation type of B&Bs are mainly named after the high-quality recreation services they provide to tourists, such as hot springs resort, etc. services for tourists, such as hot spring vacation, coastal leisure, sports and leisure.

3. Cultural ecology concept

American cultural anthropologist Julian Steward elaborated in his book *Theory of Cultural Change* that cultural ecology is a discipline that takes the interrelationship between human beings and their natural and man-made environments in the process of creating culture as the object of study¹. Sima Yunjie, a famous cultural and social scholar in China, also made relevant theoretical analyses of cultural ecology in his book *Cultural Sociology*, and finally concluded that cultural ecology is a complex and dynamic system composed of three main elements: culture, environment and people. In this system, culture is not only a created product, but also an active force that shapes people's thoughts and behaviours, and is also influenced by people and the environment. A systematic and integrated approach is used to study each cultural factor and to clarify the role and position of each factor in cultural development, so as to seek the particular shape and pattern of different cultural developments.

To recognize things and study the development of things, we should first study the characteristics of things themselves, so that we can grasp the main contradiction

of things and then master the law of development of things. Cultural ecology, as a theoretical basis, also has its own characteristics, which are summarized as follows:

3.1 Diversity and Interaction

The diversity of cultural ecology refers to the unique survival and development strategies of different cultures in the face of the natural and social environments. Interactivity is the ecological condition of one culture for the existence and development of another, with the power to activate the life of another culture that is withering. The characteristics of diversity and interactivity in cultural ecology are the keys to understanding and respecting different cultures and promoting fair and inclusive social development. Diversity provides rich materials and possibilities for interactivity, while interactivity provides channels for diversity to be expressed and exchanged, through which different cultures can be better understood and respected, thus promoting the development of diversity.

3.2 Holistic and adaptive

The holistic character of cultural ecology emphasizes the interrelationships and interactions between culture and the natural and social environments, while the relationship between culture and the social environment is embodied in human cognition, adaptation and change of society, which interact and influence each other, thus forming the holistic character of cultural ecology. The adaptability of cultural ecology refers to the ability of culture to adapt to changes in the environment by adjusting its language, beliefs, values, customs, art and other elements in the face of environmental changes. The holistic and adaptive features of cultural ecology are the key to our understanding and protection of cultural heritage. We need to consider the impact of various factors in a holistic manner, and we also need to explore the adaptive strategies and mechanisms of different cultures in the face of different environments from an adaptive perspective.

3.3 Continuity and practicability

The continuity feature of cultural ecology enables culture to maintain its ability to survive and develop in a constantly changing environment, and is of great significance to the evolution and change of culture, the maintenance of social stability, and the promotion of cultural innovation and development. The practicability of cultural ecology emphasizes the function and practice of culture in real life, that is, the close integration of culture and practical activities, while the practicability of culture is also embodied in people's adaptation and utilization of the environment. The continuity and practicability characteristics of cultural ecology reveal the stability of cultural

4. Principles and methods of rural lodging design under the concept of culture and ecology

4.1 Design principles

4.1.1 The principle of territoriality

Plekhanov said: "The main features of different types of societies are formed under the influence of the geographical environment. For example, the steppe desert is a vast place for mobile animal husbandry and becomes a hotbed of nomadic economy; the coastal area has the advantages of fish and salt and the convenience of transport, and commerce and industry come into being", which is enough to show that the geographical environment plays a decisive role in the economic development and cultural formation of the region². If we use the cultural ecological perspective to observe the architecture of the residents of a region, we can find that the architecture reflects not only the living habits and lifestyle of the local residents, but also, to a certain extent, the deep cultural heritage of the local community, folk art, and the local feng shui culture. The building materials used in architectural design also reflect the connection between the local natural environment and the development of human society. Therefore, when following the regional design principles, we should master the combination of tradition and modernity, practicality and aesthetics, innovation and sustainability, so that the design of rural lodging becomes an important carrier of regional culture.

4.1.2 The principle of wholeness

The concept of "the unity of man and heaven, the law of nature" in traditional Chinese philosophy embodies the "holistic consciousness", i.e. the symbiotic idea of harmony and unity between human beings and nature, architecture and the environment in traditional culture³. The holistic principle of rural lodging design is mainly reflected in the interconnection and mutual influence between the various cultural elements of lodging space design, as well as the mutual support, mutual dependence and integration with the surrounding environment. The cultural and ecological connotation of rural B&B design is the overall combination between the cultural environment and the internal and external elements of the rural B&B, reflecting the accommodation environment with artistic aesthetics and cultural atmosphere brought about by the development of a regional tourism industry, the product of the combination of the tourism industry and cultural resources, and the intersection space of environmental aesthetics and regional culture, integrating functional utility and aesthetic artistry.

4.1.3 The principle of keeping abreast of the times

The need to follow the design principle of keeping abreast of the times in the design of rural lodging under the concept of culture and ecology is determined by the changes in market demand, the inheritance and innovation of traditional culture, and the requirements of sustainable development. With the development of the times and the improvement of people's living standards, tourists' needs for rural B&Bs are also changing, and they not only require rural B&Bs to have local characteristics and a humanistic atmosphere, but also need modern facilities and a comfortable environment. Therefore, when designing rural lodgings, it is necessary to constantly update the design concept and style according to the changes in market demand to meet the changing needs of tourists. As an important carrier of traditional culture, rural lodging needs to be inherited and innovated continuously to adapt to the development of the times and the needs of tourists, which requires designers to have an in-depth understanding of regional cultural characteristics and historical background. At the same time, it is more important to pay attention to the development and changes in society, pay attention to the cultural values and aesthetic interests in the context of the new era, combine traditional cultural elements with modern design techniques, and improve the quality and service level of rural B&Bs.

4.2 Design methodology

4.2.1 Theme Positioning of B&B

The design positioning is to create "accommodation + experience" rural leisure and holiday B&B, that is, rural B&B with strong regional atmosphere and natural ecology. It is hoped that consumers in the B&B can feel the affinity of nature, the overlapping of time and space, and return to the simple and rustic state of life in the countryside.

4.2.2 Mining of Regional Culture

The concept of cultural ecology emphasises the harmonious coexistence of culture and environment. In the design of rural lodging, this concept requires us to fully explore local cultural resources, study the natural environment and living customs, so that the design of rural lodging can become a window to display regional culture. The location of rural lodging is usually in the suburbs or villages with strong regional atmosphere and good natural ecology, so the regional cultural symbols extracted in the design of rural lodging are rich and diverse with profound connotations, which requires the designer to follow the principle of conciseness and conciseness in the process of refining and transforming the cultural symbols into design, avoiding lengthy and

cumbersome, and highlighting the unique and profound connotations of the regional culture.

4.2.3 Selection of materials

It is recorded in the book "Kao Gong Ji": "There is a time in heaven, there is an air in the earth, there is beauty in the material, and there is dexterity in the work, and when these four are combined, then it can be made into a good one". In ancient times, the principle of "beautiful materials and clever work" was followed in the production of buildings or products⁴, and in contemporary times, this idea is still inherited. The famous American architect Frank Lloyd Wright believes that "every material has its own language, every material has its own story"⁵. The construction of rural lodging has strong regional characteristics and is a carrier of regional culture, so the selection of materials should follow the principle of combining locally sourced materials with new materials. Soil, wood, stone, bamboo, brick and other materials are common traditional materials in rural architecture and interior design, these materials are affected by the climate, different processing technology, the characteristics of materials embodied in different regions also tell their own language and story.

4.2.4 Creation of spatial atmosphere

Norberg Schultz's place spirit theory focuses on the psychological feelings formed in the process of interaction between people and space, that is, people give meaning to the space at the same time, but also accept the feedback brought by the space⁶, which is more commonly known as the fusion of the subjective consciousness space and the objective existence space within the human heart. The spatial atmosphere created here mainly refers to the unity of the spatial environment of rural lodging and the spatial environment of tourists' inner subjective consciousness. According to the unique regional cultural resources, the author achieves the creation of spatial atmosphere from the planning of rural B&B spatial layout, the choice of materials, the matching of colours, the application of cultural elements, the consideration of display design, the application of light and other aspects of the design process. When tourists are in the rural lodging space, the things they see with their eyes and the objects they touch with their bodies are unified with their inner subjective consciousness space. At the same time, the living space will also become a tourist's inner emotional support and observation, mountain, stone, tree, wood and local cultural elements of the updated design is to meet the aesthetic needs of tourists and regional cultural identity, so as to meet the tourists' sense of belonging.

Corbusier said, "Architecture is the stately game of shaping spatial volumes in natural light". Louis Korn, on the other hand, said, "Architecture in itself does not exist in space unless there is the presence of light"⁷. Both architects' understanding and application of natural light are expressed in their respective architectural works, while affirming the important role of natural light in

shaping the atmosphere of buildings and spaces. The time and way of the existence of natural light is affected by climatic factors, so the artificial light is also an important existence for the creation of spatial environment atmosphere. The creation of rural lodging is to provide tourists with a comfortable, unique experience, with cultural connotations of the countryside accommodation environment, so in the design of artificial light, more consideration is given to the principle of warmth and uniqueness, and at the same time, there is a certain degree of consideration for the selection of indoor lamps and lanterns.

5. Conclusion

Rural B&B design under the concept of culture and ecology is not only a growth point of tourism economy, but also a cultural engine for rural revitalisation. Its core value lies in activating rural cultural genes through spatial design, improving the cultural connotation and unique charm of rural lodging design, reconstructing the emotional connection between human and nature, human and community, meeting the double demand of tourists for cultural experience and ecological recreation, and realising the win-win situation of ecological protection and lodging development.

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