



Discussion on Road Landscape Design of Shandong Urban and Rural Tourist Areas: Taking Jinan City as an Example

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Abstract

The road landscape plays an important role in planning and construction of urban and rural tourist areas. The direct feeling of people about the tourist areas comes from the planning and design of roads in the landscape areas. Thus, design of the road landscapes in the tourist areas has a great influence on sightseeing in the tourist areas. The research and discussion are made from these aspects including design of tourist routes, design of the road landscape and future development direction etc. of the tourist areas based on the urban and rural culture of Jinan and the existing problems in design of road landscapes in tourist areas of Jinan in this paper. On the basis of paying attention to the functionality, this paper stresses the rationality and beauty of the road landscape design in the tourist areas; this paper proposes to optimize and perfect various functions of the tourist areas, promote the grade of the road landscapes in the tourist areas by artistic design of the road landscape spaces to make regional characteristics of urban and rural tourist areas of Jinan demonstrated fully and thereby promoting the sound development of the road landscapes design of Shandong urban and rural tourist areas and propelling the sound development of the urban and rural tourism industry in Shandong Province.

Key words: Urban and rural tourist areas; Road landscape; Landscape design

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INTRODUCTION

Road is the carrier for urban and rural travelling. The road landscape plays an important role in planning and construction of urban and rural tourist areas and has an important influence on forming of the urban and rural space environments. As the major components of the tourist areas, the urban and rural roads, landscape nodes and landmark areas are dominant frequently. Other environmental elements need to be planned and arranged based on the urban and rural roads, landscape nodes and landmark areas and need to be associated with them. From the perspective of the relation of constitution, the road can be regarded as the “framework” of the urban and rural tourist areas and it is also the primary factor influencing people’s impression on a city. The road is the comprehensive reflection of the urban and rural construction and spirituality and is also the carrier and evidence of continuation and change of the natural landscape and the historical culture of the urban and rural tourist areas. In the meantime, it is the important component for constitution of tourism landscape area and is also a kind of important cultural resource, which reflects the humanity attainment of a specific region.

Jinan is the provincial capital and the political, cultural and educational centers of Shandong Province. In most districts and counties of Jinan, area of roads accounts for about a quarter of that of all lands. In terms of road landscape design of tourist areas in Jinan, the road landscape designs in old city proper, botanic garden, zoo and southern mountain area are the relatively successful examples because road landscape designs in these places not only meet the functional demands, but also demonstrate the regional characteristics and beauty and promote the grade of the tourist areas. However, there are also some shortcomings existing in the road landscape design of the urban and rural tourist areas of Jinan, such as hysteretic nature of design, homoplasy of design and lack of systematic

planning etc. Thus, researching the space design of the road landscapes, perfecting functions, pursuing the harmonious development between the road landscapes and the overall environment in the tourist areas of Jinan are important ways to promote the grade of the urban and rural tourist areas of Jinan and also the important ways to explore the road landscape design of Shandong urban and rural tourist areas.

1. URBAN AND RURAL CULTURE OF JINAN

The urban and rural culture is the concentrated reflection of the material wealth and spiritual wealth with the unique regional cultural characteristics forming in the historical development process, such as natural environment and custom and humanity etc. The urban and rural culture includes not only the parts with ideological nature, such as world outlook, values and development outlook etc., but also the science and technology, education, folk-custom and language etc., thus, it has a certain degree of individual difference. The urban culture is characterized by the distinct regionalism and features of the times etc. The course of urban and rural development is also the course to continue the urban and rural landscapes and historical culture.

Jinan is located in the mid-west of Shandong province with “World Cultural and Natural Heritage” Mountain Tai on its south and with “the mother river of China” Yellow River passing through its north. Jinan is a city with more than 2000 years’ history and the birthplace of world-famous Longshan Culture. Jinan is one of the state-list famous historical and culture cities and one of the first batch of China’s excellent tourism cities, where Chengziya archaeological site found in the Neolithic Age, the Qi Great Wall built earlier than the Qin Great Wall, and painted sculpture arhat of Song Dynasty in Divine Rock Temple honored as “the most famous sculpture throughout the country” etc. are located. Jinan is hailed as “city of springs”. There are 72 famous springs in Jinan, in which, the four spring clusters, i.e. Baotu Spring, Pearl Spring, Black Tiger Spring and Five-Dragon Pond and Zhangqiu’s Baimai Spring have long enjoyed a good reputation and endow Jinan with delicately beautiful temperament and vigorous vitality. Daming Lake formed by confluence of spring water in the north of the downtown center and the famous Buddhist resort Mount Qianfo in the south of the downtown center add radiance and beauty to each other. Thus, unique scenery “Lotus covers four sides and willows line up the three sides of the lake; the mountain city is half covered a lake” is formed. Affected by the unique geographical location, natural environment and cultural tradition, culture of Jinan features combination between the deep tradition and colorful folk-custom etc.; in the meantime, as the political, economic and cultural

centers of Shandong Province, Jinan also functions as the regional cultural center.

2. CURRENT SHORTCOMINGS EXISTING IN THE ROAD LANDSCAPE DESIGN OF URBAN AND RURAL TOURIST AREAS IN JINAN

2.1 Hysteretic Nature of Road Landscape Design in Tourist Areas

Roads in the tourist areas are inevitable outcomes of the modern urban and rural life and the means of transportation. Under the influence of the gradually-quickening pace of life and work, the easygoing and comfortable traditional living mode changes into the hectic modern living mode. The previous walking and bicycle-based means of transportation change into the bus and private car-based means of transportation. While, the current road landscape design in the tourist areas of Jinan fails to keep pace with changes in the times, thus it cannot meet the demands of a rapid pace of life.

2.2 Homoplasmy of Road Landscape Design in Tourist Areas

In the modern cities and villages, the embodiment and demonstration of the traditional regional cultural characteristics in the urban and rural road landscapes are weaker and weaker; the difference in individual characteristics of cities is smaller and smaller; the homoplasmy is larger and larger; and the local characteristics and individualized design are lacking. Homoplasmy of road landscape designs in the urban and rural tourist areas of Jinan results in lack of individuation of the place functions and spaces of landscapes and lack of abundant and overall landscape effects and thereby leading to the phenomenon that the roads in the tourist areas only remain in the level of meeting demand of the traffic function.

3. LACK OF THE SYSTEMATIC PLANNING OF ROAD GREENING LANDSCAPE

(a) The contradiction between the greening and the underground pipe networks and the overhead lines is ignored. Planting Chinese white poplars, weeping willows and other large and tall trees on both sides of roads with overhead wires without destination affects the visual effect of the landscape.

(b) Only greening is stressed and the traffic function of roads is ignored. Planting tree-shape and non-compact bushes on the sidewalk affects walking or riding;

planting a large amount of trees and shrubs on the narrower central reservation densely blocks the drivers' lines of sight.

(c) The design form is monotonous and is too closed. The trunk roads and sub trunk roads lack the systematic planning and the handrails on both sides of the central reservation are too high, which influence the appearance of the city.

(d) The introduced varieties of plants are selected without destination. The introduced varieties of plants which the introduction and domestication are not carried on are selected, which causes that the introduced varieties of plants could not adapt themselves to the local ecological environment and thereby gradually dying. Thus, the economic losses occur and the overall greening effect is affected.

3. CONSTITUENT PARTS OF THE ROAD LANDSCAPES IN URBAN AND RURAL TOURIST AREAS

In terms of the constituent parts of the urban and rural road landscapes, besides the road landscape, the constituent parts also include the landscape of the ancillary facilities of roads, building landscape within a certain degree of scopes on both sides of roads and the historical and cultural human landscape etc. Direction of roads, vertical directions of roads, road paving, road greening landscape, retaining wall and overpass etc. are the main constituent parts of the road landscapes in the urban and rural tourist areas.

Building is one of the important factors for forming the road landscape space in the tourist areas. Constituent form, material function and visual impressions etc. of buildings on both sides of the roads determine the spatial effect of the road landscapes; in the meantime, structure and form of the buildings reflect a kind of concept and spirit, which influences people's sentiment soundlessly. Buildings of the tourist areas are the facade of the urban and rural landscapes and represent the material and culture of a specific region. The superiority or inferiority of the building form is an important symbol of the grade of the urban tourist areas. Buildings on both sides of roads form a continuous and specific interface and make road landscape of the tourist area even the landscape of the whole city proper have the identifiability, which concretely embodies in height, facade style, dimension, color, materials of curtain wall of buildings on both sides of roads even in the locations of the store advertisement and signs etc.

In addition, the constituent parts of the road landscape of the urban and rural tourist areas also include the practical street lamps, seats, telephone booths and passenger foot-bridges etc.; the aesthetic avenue trees,

flower beds, fountains, sculptures and floor decorations etc.; and parts with visual communication nature such as traffic signs, road signs, street nameplates and ground marks etc.

4. EXPLORATION AND ANALYSIS ON STRATEGIES OF ROAD LANDSCAPE DESIGN IN THE URBAN AND RURAL TOURIST AREAS OF JINAN

4.1 Attach Importance to the Regional Landscape Characteristics

For planning of urban and rural road landscapes, the road network system shall be planned properly combining with the features of the specific city and nature of the road function and as per the regional characteristics of different cities and villages to form the local own landscape culture. During the planning of urban and rural road landscapes, the historical cultural form shall be remained and the connotation of the regional culture shall be inherited and continued. The urban and rural tourist areas in Jinan integrating mountains, springs, lakes and cities are the typical cases of the organic integration between the natural environment and the urban and rural landscapes, and also reflect the profound "culture of springs" in the urban and rural road landscape design. On the Quancheng Road, the central commercial street of Jinan, plenty of honored-brand shops of the old city proper gather here and building landscape on both sides of the road reflects the development history of this famous cultural city, thus making Quancheng Road have become the landmark road of the modern Jinan.

4.2 Pay Attention to the Road Greening Landscape Design

The natural and ecological environment of the tourist areas shall focus on the coordinated relation between species. The road landscape requires the multilevel arrangement of plants and pursues the beauty of levels and seasonal aspect so as to achieve the optimal effects of dust retention, temperature lowering, humidity increase, air purification, noise absorption and environment beautifying.

During the design of the road landscape, driving and pedestrian speeds and visual features of drivers and pedestrians shall be taken into account; the route shall be regarded as the key point of the visual design; in the meantime, the growth cycle, seasonal variation, planting method and modeling features of plants also shall be taken into account. In addition, the design of the road landscape shall take "no blocking of line of sight" as the principle and shall give people a kind of eyeable feeling. At the turning, the large bushes or small trees shall not be planted. In the isolation strip, the driving speed and pedestrian speed etc. shall be taken into consideration.

Changes of seasons result in changes of the appearance of the plants, especially the deciduous plants. In the blistering summer, the cars and pedestrians need a comfortable traffic environment and the full shade can make people feel cool; while, in the autumn and winter, the vernal sunshine can make people feel warm.

4.3 Lay Stress on Establishment of Walking Landscape System

Walking landscape systems for roads in urban and rural tourist areas include the pedestrian system meeting the pedestrian travelling on one hand, and include the pedestrian street meeting requirements of commercial service and recreation and sports on the other hand. During planning, safety shall be guaranteed and the landscape environment close to the nature shall be created combining with arrange of public service facilities, accessorial buildings and landscapes. During planning and design, the relation and location of flowing space, distributing space and staying space shall be handled properly so as to make the tourist areas full of changes of rhythms and to form the stereoscopic landscape corridor.

4.4 Establish the Ordered Sign System

The urban and rural roads can guide the visitors to distinguish directions clearly and quickly. The urban and rural tourism signs are the carrier of information of the urban and rural tourist areas, the purpose of which is to convey the complicated information to people accurately and quickly. The first factor to consider is the demand of the visitors when establishing the sign system. The design of road landscape signs in the urban and rural tourist areas shall develop towards humanization, intelligentization, standardization and systematization etc. so as to provide the ordered and efficient road sign system for visitors. The form, location, height and color of sign facilities need to be considered carefully in order that the visitors could efficiently and accurately arrive at the destinations where they desires to go. The important traffic intersections shall be the places where the landscape signs shall be made preferentially and the important traffic intersections shall be marked with location relationship between buildings and roads. For some minor roads or desolate road sections, the design of signs also shall be taken into consideration and the distinctive signs shall be designed combining with features of roads and key scenic spots; in the meantime, the texture, size and materials of signs shall be in harmony with environment in the tourist areas.

4.5 The Detail Design Shall Be Humanized

The road landscape design in the tourist areas shall take convenience and demand of the visitors and every link into account. The detail design of the road landscape could directly reflect the features and grade of the urban and rural tourist areas. The road paving in the tourist areas not only should guarantee the fundamental road passing function, but also should pay attention to environmental protection property and drainage gas permeability of materials. During road paving, local natural stones could be utilized fully and the paving pattern change also could be used so as to achieve the effective guidance and function of ground identification. In terms of design, besides these fundamental functions of detail design, such principles as durability, beauty, safety and multiplicity of functions etc. also should be taken into consideration.

SUMMARY

To sum up, in the development process of road landscapes in the urban and rural tourist areas of Jinan, the planning and design of the urban and rural road landscapes should not only keep the regional characteristics and make the features of “culture of springs” stand out, but also pay attention to protection of the characteristics of human settlements in the old city proper to make the urban and rural tourism road systems with the proper road network system, perfect traffic functions and complete ancillary facilities form in the old city proper and new city proper, downtown area and village. This could play a positive role in development of the urban and rural tourism industry of Jinan, and is also the important link to explore road landscape design in the tourist areas of Shandong Province and to promote the development of tourism industry in Shandong Province.

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