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STUDY ON THE LANDSCAPE POLICY AND USAGE SITUATION : A CASE OF XIADU PARK IN YANQING COUNTY, BEIJING

Yuanyuan Zhang

Academy of Art and Design, Tsinghua University, Haidian District, Beijing, P. R. China,
Department of Environmental Design, Academy of Art and Design Tsinghua University
zzy0924@yeah.net

ABSTRACT

From the perspective of landscape environmental policies and usage situation, were the landscape construction actually services for the public? This issue had a strong correlation with the sustainability. Based on the previous research of Yanqing County landscape, this study took the extensive attention of Xiadu Park as example, from the perspective of public feedback and government strategy in park construction, and through the analysis of social media data and on-site investigation, and studied the usage situation of Xiadu Park. Finally, this research put forward that landscape design was not only related to public health and happiness, but also has the important role of serving and guiding public values.

Keywords Usage Situation; Xiadu Park; Micro-blog Data; Field Investigation

1. INTRODUCTION

Since the 1960s, the issue of environmental sustainable development has always been a hot topic. From the perspective of landscape environmental policies, the United States Environmental Act, the European Landscape Convention, and the Construction of Beautiful China, building a healthy, harmonious and sustainable relationship between the public and nature which were the ultimate goal of global landscape environmental construction. But, from the aspects of landscape policies making and usage situation, were the landscape policies actually services for the public? Had the entire process been completed from landscape policies formulation to implementation? How far was the landscape policies formulation to achieve the goal? This study mainly demonstrated the relationship between landscape policy and the usage situation of landscape in practice.

This research taken the Xiadu Park as an example. The Xiadu Park was digged a lake from the Guishui River upstream in Yanqing County. This park was given the title of the propaganda and education base of ecological civilization in 2016. The paper focused landscape activities and usage situation in urban park, collected data of landscape policy and public feedback, combined with research investigation data, conducted comparative analysis, suggested that the landscape policies making and usage situation were an important link to realize the sustainable development and utilization of landscape environment.

2. METHODOLOGY

Based on the previous landscape research result of Yanqing County, this study took the extensive attention of Xiadu Park as example, from the perspective of public feedback and government strategy in park construction, and through the analysis of social media data and on-site investigation, and studied the usage situation of Xiadu Park. Table 1 shows the concrete method of three phases, that were analysis of network data, practical investigation, comprehensive comparison.

The first phase included the network data analysis of the landscape activity in Yanqing County and Xiadu Park. The Yanqing County data collected the micro-blog information from the official website of government propaganda department, and gained micro-blog contents of Yanqing County department official. This paper taken the government micro-blog attention degree as the initial research object, statistical inference that the main landscape policies types of Yanqing County. There had two parts, the one collected the landscape policies information from the government micro-blog, and the others collected the landscape experience comments from the public micro-blog. Then summarized the main activities of the Xiadu Park by the government and public.

The second phase was based on the research results of social network data analysis, further research with field investigation, It included interview investigation of usage situation by the public and government department, focused on the implementation of landscape policies and the landscape experience process of public for detailed investigation and analysis, in order to found out the practical problems of the policy implementation, and further to put forward reliability recommendations for the government to formulate strategic amendments.

The third phase, by comparing the relation between the first and second phase of the research results, such as whether there was a deviation between social network data and practical investigation data, secondly, which commonly concerned problem in areas of social network data and practical investigation data?

[Table2.1] The research method and content of landscape policy and usage situation in Xiadu Park

Object Layer	Criterion Layer	Index Layer	
The park landscape policy and usage situation	Network Data	The landscape activity in Yanqing County and Xiadu Park.	The landscape experience comments from the public micro-blog.
	Practical Investigation	The park management work. The infrastructure and usage situation in the park.	The attitude of the citizens to the park. Types of activities of citizens in the park.
	Comprehensive Comparison	To compare the relation between network data and field investigation information.	

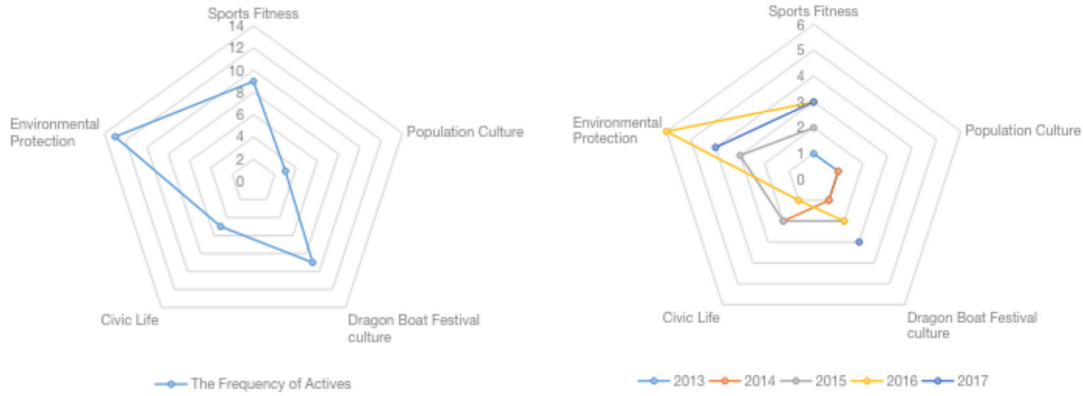
3. CONTENT ANALYSIS

3.1. The first phase

The study gathered 631 original micro-blog data of landscape environmental policies through the Yanqing government propaganda department from June 2018 to March 2019. There included micro-blog themes, key contents, also had the numbers of praise, forwarding and comments. Among those part which taken the numbers of praise, forwarding and comments as the mainly influencing factors of social attention degree, and taken the social attention

degree obtained from the micro-blog as research subject. According to the statistical sorting results can be determined by above 35 people concerned, there had been 27 micro-blog contents identified. After screening, it could be summarized into 6 theme activities of landscape policies in Yanqing County: operation notice(Landscape tourism etc), rural industry, cultural activities(the Dragon Boat Festival etc), propaganda category (scenic scenery etc), the actives of World Horticultural Exposition, transportation technology.

To take Xiadu Park of Yanqing County as an example. The study collected the news about Xiadu Park from Yanqing County government official website during 2013 to 2018. There had 44 activities been screened, mainly covered 5 categories about environmental protection, sports fitness, civic life, Dragon Boat Festival culture and population culture. We could presume that the Yanqing Government has paid more attention to carrying out environmental protection and greening in Xiadu Park, followed by some sports and fitness activities about Marathon,



walking, dragon Boat Race etc, as shown in Figure 1. The relevant government departments paid more attention to leisure and entertainment activities, less arrangements for humanities and arts experience activities.

[Figure 1] The frequency and each year of landscape actives during 2013 to 2018 in Xiadu Park

In view of the rather few samples about Xiadu Park in the public comment network (Meituan network etc), this paper chose to use micro-blog data, and collected the micro-blog text information of public and media in Xiadu Park. There had 578 micro-blog data contents after organized and screened redundant data, and then used the visualization tools to generate the word cloud map. The high-frequency words shown in the word cloud map are parks,



fishing, lotus and umbrellas which are mostly related to the surface of Lotus Lake, and it can be seen that the public always fishing around the Lotus Lake, in addition to some sports activities about marathons, walking and dragon boat races etc, as shown in Figure 2.

[Figure 2] The 100 top high-frequency words of micro-blog text information by pub

3.2. The second phase

In the practical investigation and research, the park not only set the tour map and signs, but also had the identification column about the forest and plant healthy value. There built a horticultural space in the west side of the park, mainly to serve the public for planting experience activities. From the ‘2018 Summary of Xiadu Park’ introduced by Park Service Staff, it emphasized that the park greening as an important measure to enhance the level of civilization in urban development, such as drainage pipes, the river cleaning, the green enhancement actions, pest control, set up additional publicity columns and other projects, as shown in Figure 3. The public cultural events held in 2018 were: Dragon Boat Festival, the countdown activities of Horticultural Exposition, ICE entertainment projects. The Xiadu Park will focus on environmental remediation, landscape transformation and improvement of infrastructure in 2019. Hence, 4 theme activities of landscape management in Xiadu Park: environmental remediation, infrastructure improvement, ICE entertainment projects, culture festival.

The time of field research was weekend in winter, the activities trajectory of Yanqing citizen mainly from the

north entrance, the west entrance, along the lake's eastern in Xiadu Park. In the random interview with the public, as Figure 4 shows mainly on ice entertainment activities, or watching, walking, photography, stopping and meeting friends around the Lake coast. The middle-aged and the elderly came the park were most frequency, and they concentrated on during two to three o'clock in the winter afternoon. The primary and junior high school students chosen the weekend. The university student came to the park in the summer and winter holiday. The pupils were more interested in recreational facilities and games in the park. The older persons had a positive attitude towards the park and look forward to increasing the literary and artistic activities. The middle-aged people were more interested



in the fees issue of the park. The young people look forward to increasing the space for communication in the park.



Hence, the top 6 public activities in Xiadu Park: ICE entertainment projects, walking, watching, photography, stopping, meeting.

[Figure 3] The entrance and publicity column in Xiadu Park

[Figure 4] The usage situation of the citizens in Xiadu Park

In addition, there also has difference between government police and public usage, complementary. For example, Xiadu Park organized an international sculpture art work in 2001, in order to the improvement of urban



culture. But, the citizens did not have a strong enthusiasm for the sculpture works in the interview. By searching the image information of the sculpture works of Xiadu Park, the public did not pay more attention to the sculpture art-

works, but used it as a “fitness facility”, as shown in Figure 5.

[Figure 5] The sculpture works and the citizens in Xiadu Park [photo from web]

3.3. The third phase

From the first phase, we inferred that the landscape development and utilization of Yanqing County had a relatively single type. Above all the humanistic experience had not been paid enough attention. From the practical investigation of the second phase, we found that the ice entertainment projects park were popular for the public. The government did not enough to explore and use the potential value of landscape resource, and they should be further consider the landscape construction with a holistic view.

By comparing the network data and field investigation information, we found that the network data was basically consistent with the field investigation information, and the common concern issues of the two stages were landscape construction, environmental protection and transformation work, tourism operations, to organize the sports activities. Public mainly prefer recreational and sports activities in the park.

4. DISCUSSION AND REFLECTION

This study found Xiadu Park mainly provided leisure activities and sports venues for the citizens. The park landscape was not only an important embodiment of the urban culture but also an important part of public life. Especially, the leisure and entertainment activities were not the whole content, the rich humanities and art activities could provide the public with the self-cultivation value. At the same time, Xiadu Park had ideally location, such as relying on a good ecological environment, increasing the cultural festival activities in the park, and combined the ecological advantages and humanities and artistic activities, and play a role in society could not be ignored.

The park landscape construction had rich functional value, natural and environmental education also was the function undertaken by the park. Based on the existing infrastructure, insert the relationship between people and nature, knowledge of nature and the environment, etc., into the park construction. To organize landscape experience activities In the park. in order to play a more active role for the creation of forest cities.

5. CONCLUSION

From the view of landscape environmental policies and public usage situation in Xiadu Park, we should adhere to the closed-loop of landscape policy making and design, landscape strategy implementation, landscape post-evaluation, and finally return to landscape policy making. We should give full play to scientists, designers, artists, environmental protection organizations, the public and other area in this process. In order to achieve the sustainable usage of the landscape, and actually achieve the ultimate goal of public well-being. In addition, in order to enhance the values of public self-cultivation, Xiadu Park could be based on the advantages of natural ecology, and combined with the thought of harmonious symbiosis between human and nature. Finally, this study put forward that landscape design was not only related to public health and happiness, but also had the important role of serving and guiding public values. The construction of the landscape environment to promote public ‘health, happiness, values’ was also an important part in sustainable landscape construction.

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