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Research on the Construction and Planning of Industrial Complexes in Scenic Areas

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Abstract

With the stable development of the social economy and the continuous improvement of living standards, people increasingly pursue spiritual fulfillment through tourism. Under the current national push for high-quality tourism development and the comprehensive implementation of rural revitalization strategies, while tourism resources flourish, the development of surrounding towns and villages often lags behind scenic areas, creating disparities. By studying the construction and planning of industrial complexes in scenic areas, we can drive further economic development in neighboring towns and villages, increase income, and enhance the comprehensive competitiveness of scenic areas. This study focuses on the Baili Rhododendron Scenic Area, integrating spatial layout optimization, ecological conservation, and cultural inheritance into a holistic planning framework. It explores the "industrial complex" model to achieve natural ecological protection, deep industrial integration, and balanced regional economic development.

Keywords: complex construction, planning design, baili azalea scenic area, resource integration, collaborative development

1. Introduction

1.1 Research Background

Under the global sustainable development concept, the tourism industry has shifted from relying on single resources to a multidimensional comprehensive development model. However, an analysis of the actual development of tourist attractions in China, especially scenic areas, reveals persistent challenges such as seasonal demand fluctuations, a homogeneous industrial structure, and conflicts between ecological protection and development (Zhang, 2024). These issues not only threaten the sustainable development of scenic areas but also constrain regional economic growth, making the realization of diversified development based on ecological protection a core topic(Li, 2024). The 20th National Congress report explicitly emphasizes the green development philosophy of "lucid waters and lush mountains are invaluable assets." This policy direction requires planning and design to balance ecological protection and economic development, explore green and low-carbon sustainable pathways, and synchronize the implementation of the rural revitalization strategy to promote industrial upgrading and infrastructure improvement in villages around scenic areas. Regional collaborative development has become possible. Landscape ecology theory in tourism development emphasizes the integrity and sustainability of ecosystems, advocating for harmonious coexistence between humans and nature through scientific spatial layouts and resource management (Wang, 2024). Research on the integrated development of rural tourism and ecotourism focuses on the excavation of regional culture, optimization of industrial structures, and enhancement of service quality. These theories provide essential support for the construction of industrial complexes.

1.2 Interpretation of the Planning and Design Connotations and Implementation Mechanisms for Industrial Complex Construction

The core characteristics of industrial complexes form the foundation of scenic area planning and design. Economic benefits focus on diversified income and long-term mechanisms, ecological protection involves sustainable development and environmentally friendly technologies, social value encompasses cultural inheritance and community participation, and functional integration requires coordination between landscape industries and optimization of tourist experiences (Yang, 2007). The synergistic effects of these characteristics can drive the sustainable development of scenic areas. The industrial complex construction model is composed of three dimensions: spatial integration, functional synergy, and sustainable development. The core scenic area and

peripheral service zones form spatial interactions, while tourism services, agricultural production, and cultural creativity constitute a functional synergy system. Ecological protection, community participation, and policy support form the framework for sustainable development. These three dimensions collectively support the operation of modern industrial complexes.

The demand for human protection and utilization of natural and cultural landscapes has given rise to the concept of scenic areas. Their development history reflects a transition from resource-oriented approaches to comprehensive multidimensional designs integrating ecology, culture, and economy(Davis, 2025). Design principles have shifted from aesthetic pursuits to emphasizing sustainability and the realization of social value. Clarifying these connotations and implementation mechanisms, along with in-depth summaries of practical pathways, can better promote the development of scenic areas.

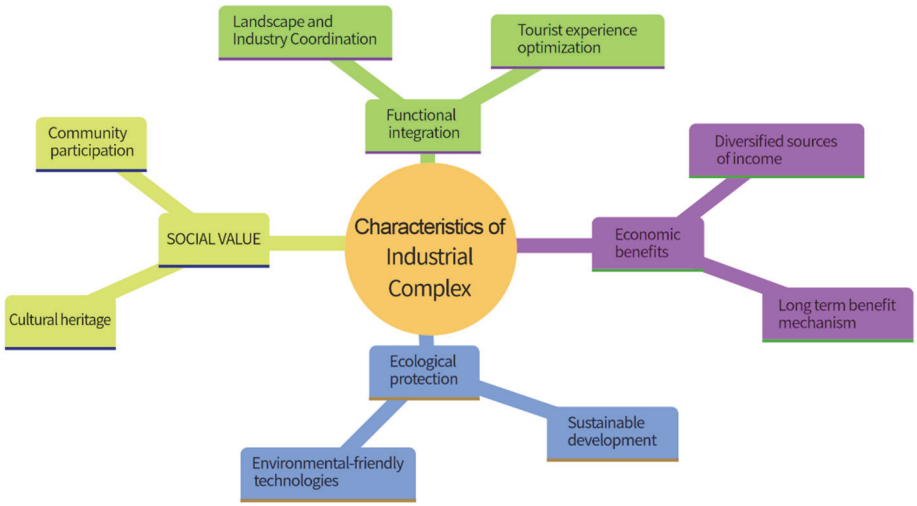

Figure 1. Composition Characteristics of the Industrial Complex

The construction of industrial complexes requires clarifying core characteristics at the macro level while rationalizing departmental functional positioning and collaborative relationships at the micro level. This multilevel design approach meets the needs of ecological and cultural protection while driving sustained regional economic growth.

1.2.1 Industrial Complex Construction is an Inevitable Pathway for the Development of Scenic Areas

With the advancement of socioeconomic development and urbanization, the functions of scenic areas have expanded to include tourism, leisure, and cultural heritage preservation. Under the rural revitalization strategy, these areas have become carriers of natural and cultural heritage and engines for regional economic growth(Li, 2024). As natural-cultural composite industries, scenic areas rely on unique natural landscapes, integrating rural and ecotourism to achieve a win-win scenario of ecological protection and economic development. The development model has transitioned from resource-oriented to market-oriented and, ultimately, to sustainability-oriented approaches. Balancing development and conservation has remained a core challenge(Ferre-Sanfrancisco, 2024).

Through practical experience, scenic areas—owing to their distinctive natural environments and rich biological resources—have garnered significant attention(Ma, 2022). When planning industrial complexes, considerations must encompass ecological protection, tourism development, and socioeconomic objectives. Guided by green development principles and integrating domestic and international research, a framework comprising ecological, agricultural, residential, and industrial systems has been established. This framework not only coordinates planning content led by different sectors but also ensures sustainability throughout implementation. Thus, the construction of complexes aligns seamlessly with the core philosophy of scenic area development.

The strategy for developing smart tourism and nurturing new business formats emphasizes promoting regional coordinated development, building world-class tourist attractions, optimizing tourism product structures, transforming tourism models, and advancing regional tourism integration(Yeh, 2023). The planning and design principles for industrial complexes in scenic areas serve as foundational pillars, playing a critical role in guiding

development-conservation balance and sustaining long-term viability. Ecological priority, as a planning cornerstone, mandates thorough environmental assessments and protective measures prior to development. The principle of cultural inheritance and innovation focuses on excavating and showcasing historical and folk elements, integrating them into tourism products through modern design to enhance visitor experiences. Rational functional zoning improves resource efficiency by scientifically dividing spaces into recreational, leisure, and service areas. Ensuring local communities benefit from tourism incentivizes active participation in environmental conservation. While economic feasibility prioritizes high-quality design, cost-benefit equilibrium remains essential(Vendruscolo, 2021).

By embedding the industrial complex concept into multifunctional and multi-format spatial organization, scenic area planning transcends the limitations of single-industry models. Multisectoral collaboration drives holistic regional economic growth. This model is characterized by spatial complexity, functional diversity, and sustainability-oriented design. Its construction process requires comprehensive evaluation of natural resources, cultural endowments, and market potential. Therefore, in the context of the new era, the development of scenic areas is inseparable from the construction of industrial complexes, which represents an inevitable pathway for the thriving evolution of the tourism industry.

1.2.2 Industrial Complex Construction is the Development Goal of Scenic Areas

Guided by the tasks outlined in the *"14th Five-Year Plan for Tourism Development"*, the industrial complex construction model serves as a critical component of planning and design, directly determining functional layouts, spatial structures, and development directions. It requires comprehensive consideration of regional resource endowments, industrial foundations, market demands, and synergistic goals across ecology, economy, and society to formulate sustainable development pathways. The discussion can be structured around three models: resource-driven, function-integrated, and innovation-led.

The resource-driven model prioritizes natural resources to establish an industrial system that balances development and conservation. Scenic areas leverage natural resources to form industrial chains dominated by ecotourism and cultural-tourism integration, encompassing diverse formats such as natural scenery sightseeing, cultural experiences, and product development. This model emphasizes green and low-carbon infrastructure to harmonize development with protection while enhancing resource efficiency through technological means to prevent overexploitation. Sustained attention to sustainable resource management is essential.

The function-integrated model achieves synergistic development by integrating tourism, culture, agriculture, and ecological functions. For tourism, scenic areas can develop diversified products like eco-sightseeing and leisure vacations. Cultural functions involve excavating local and ethnic cultural resources to create platforms for cultural display. Agricultural functions foster industrial integration through crop cultivation and processing, while ecological functions improve environmental quality via restoration and governance. This model necessitates careful coordination of functional layouts to avoid resource competition.

The innovation-led model relies on technological innovation to drive high-quality development. Scenic areas can adopt smart tourism systems using big data and artificial intelligence to enhance service intelligence, develop high-value-added products through technological innovation to extend industrial chains, and implement modern management practices to improve operational efficiency. The key lies in establishing systematic mechanisms for continuous innovation.

The construction of industrial complexes requires the integrated application of these three models. Case studies demonstrate that resource exploitation, functional integration, and innovation-driven strategies can achieve high-quality development. The selection of models must align with regional realities and explore optimal implementation pathways while coordinating multiple objectives. This fully illustrates that the development of the tourism industry is inseparable from industrial complex construction, and completing this construction represents the ultimate goal for revitalizing economy, ecology, culture, agriculture, and other dimensions.

1.2.3 Industrial Complex Construction is the Core Content of Scenic Area Development

Guided by the *Opinions on Tourism Reform and Development*, the construction of industrial complexes constitutes the core content of scenic area development. Under the tourism revitalization strategy, every task requires comprehensive and systematic guidance from the industrial complex framework.

(1) Industrial Prosperity: Scenic area planning must achieve synergistic improvements in economic, social, and ecological benefits. While maintaining ecological integrity, the rapid expansion of tourism intensifies pressure on ecosystems. Partial protective measures and mechanisms to harmonize ecological conservation with tourism development must be refined. Infrastructure, service quality, transportation, lodging, talent, and technology are

critical components of industrial prosperity. Constructing complexes that integrate cultural, ecological, and agricultural resources to build diversified industrial ecosystems is a core strategy for enhancing socioeconomic benefits.

(2) Ecological Resource Protection: Ecological protection plays a dominant role in development. The contradiction between conservation and exploitation has become increasingly prominent, necessitating systematic protective measures. Practical implementation requires balancing conservation intensity with development needs, respecting ecological carrying capacity, and ensuring sustainable resource utilization. Scientific management must align industrial high-quality development with regional ecological sustainability. Synergistic pathways for resource exploitation must be explored through ecological protection and scientific planning to achieve sustainable development goals.

(3) Cultural Resource Development and Protection: The exploitation and preservation of cultural resources are pivotal in industrial complex construction. Issues such as insufficient integration of historical, ethnic, and intangible cultural resources have led to superficial tourist experiences, lacking deep cultural interaction. Scientific planning must strengthen community collaboration, improve facilities to balance ecology, and leverage policy guidance and technological innovation for comprehensive enhancement. Only through these measures can the region's sustainable development potential be unlocked.

(4) Social Structural Transformation: Constraints arise during the development of industrial complexes, particularly imbalances in economic benefit distribution, which exacerbate social stratification. The widening income gap between external capital and local residents during tourism development demands holistic solutions through complex construction to address inequities and resolve conflicts.

In summary, scenic area development requires forward-looking policy design, resource integration, and institutional optimization to drive high-quality growth. Balancing stakeholder interests and strengthening implementation pathways are key. Establishing long-term mechanisms ensures effective policy execution, transforming scenic area industries into prosperous, harmonious communities through industrial complex construction(Joseph, 2021).

1.2.4 Industrial Complex Construction is the Core Content of Scenic Area Development

Tourism development in the new era differs significantly from the past. Efforts to refine the modern tourism system aim to better serve a better life, promote economic growth, and build spiritual homelands. Accelerating the construction of a tourism powerhouse requires adhering to integrity and innovation, enhancing quality and efficiency, and integrating development. This involves balancing government and market roles, coordinating supply and demand, improving the modern tourism system, showcasing China's image, and fostering mutual learning among civilizations (Graham, 2024).

Within the strategic framework of new-era tourism development, the distinctive feature lies in leveraging natural resources as the foundation to integrate industry, culture, politics, and society for comprehensive revitalization. This transforms scenic landscapes into capital and economic advantages (Luo, 2007). It can be argued that industrial complex construction represents a novel conceptual opportunity for scenic area development. Only by fully implementing this construction as a guiding philosophy for scenic areas can China's tourism industry gain more scientific and practical theoretical guidance, thereby driving the vigorous growth of scenic areas.

2. Construction Components and Planning Design Implementation Paths for Scenic Area Industrial Complexes

With the deepening of ecological civilization concepts and the coordinated advancement of regional economic development, natural landscape resources, as vital ecological capital and cultural symbols, have become a core focus in both academic and practical fields. The planning and design of scenic areas often involve multidimensional and multi-level stakeholders, including local governments, community residents, tourism enterprises, and external tourists. Such complex social networks necessitate holistic research approaches, as single-dimensional studies fail to fully reveal inherent patterns. Particularly under the deepening rural revitalization strategy, the question arises: How can scenic areas integrate agriculture, industry, and service sectors to achieve comprehensive functional enhancement while balancing ecological protection and economic efficiency? Specifically, this study combines the "Three-Life Synergy" concept (coordinating production, living, and ecology) with landscape ecology principles to explore the construction logic and operational pathways for industrial complexes in Baili Azalea Scenic Area. Using Baili Azalea as a case study, this paper elucidates replicable and scalable implementation paths.

2.1 Project Overview

Baili Azalea Scenic Area is located at the border of Qianxi and Dafang counties in northwestern Guizhou Province, spanning geographical coordinates between 105°45′E to 106°04′E and 27°08′N to 27°20′N. As a typical karst landform region, it features an average altitude of 1,500 meters with significant topographic variations. Dominated by mountainous terrain, the area boasts diverse natural landscapes such as canyons and caves. The cool, humid climate exhibits an annual average temperature of 11.7°C, over 230 frost-free days, and an average annual precipitation of 1,100 mm. Unique geological conditions not only create an ideal environment for azalea growth but also nurture rich flora and fauna ecosystems. Despite its exceptional natural resource endowment, challenges persist in converting potential advantages into socioeconomic benefits. Scientific planning is essential to balance ecological protection and sustainable development, particularly for ecologically fragile yet visually stunning regions like Baili Azalea. Planning must rigorously analyze geographical constraints and integrate green rural development and rural tourism design concepts to achieve dual objectives of economic growth and resource conservation.

As a key tourist destination in China, Baili Azalea's industrial complex construction requires thorough investigation of local conditions. Leveraging unique natural landscapes and ecological resources in northwestern Guizhou, the project benefits from ongoing government policies supporting cultural-tourism integration, such as the *Opinions on Promoting Cultural and Tourism Consumption*, which provide institutional guarantees.

Table 1. Relevant policy orientations

Name of Policy	Release time	Thrust	Effectiveness of implementation
Opinions on Promoting Cultural and Tourism Consumption	2021	Encouraging the development of special cultural tourism projects and upgrading the quality of tourism services	Led the development of the local economy and increased employment opportunities
Implementation Programme for High-Quality Development of Tourism in Guizhou Province	2022	Promoting the upgrading of tourist attractions and strengthening infrastructure construction	Significantly improved the reception capacity and service level of scenic spots
National Directory of Key Villages for Rural Tourism	2023	Support the development of tourism resources in rural areas and create high-quality lines	Attract more tourists to experience and promote the local farmers to increase income

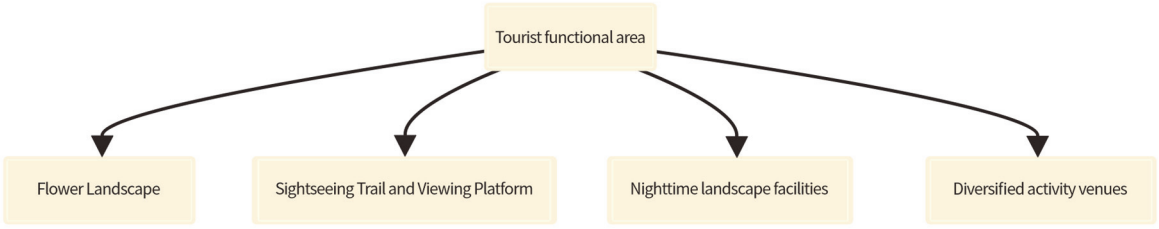

Figure 2. Core functional area design composition map

From ecological protection, cultural inheritance, and economic efficiency perspectives, resource utilization pathways encompass vegetation restoration, visitor management, and innovative tourism formats. Strengthening vegetation restoration not only preserves biodiversity but also enhances visitor experiences. Developing ethnic cultural activities and conserving traditional architecture jointly form dual mechanisms for cultural preservation.

2.2 Socio-Cultural Conditions of Baili Azalea

As a hub of ecological and cultural resources, Baili Azalea's rich natural landscapes, profound historical heritage, and unique ethnic customs provide diverse entry points for planning. The region's culture is characterized by ethnic integration, with traditions, festivals, and handicrafts of the Yi, Miao, and other minorities serving as vital resources. For instance, the Spring Azalea Festival injects cultural symbolism and competitive differentiation into

the industrial complex. Contradictions between traditional preservation and modern expression necessitate systematic research to identify representative cultural elements and reinterpret them through contemporary design, preserving authenticity while meeting modern aesthetics.

Regarding community participation, the "human-land" relationship is prominent. Residents' emotional attachment to the land and dependence on natural resources form a symbiotic model. However, limited education and technical skills hinder industrial upgrading in surrounding villages. Solutions include external expertise for management training and modern agricultural technology dissemination. Socio-cultural conditions interact with ecological and economic factors; for example, mountainous farming patterns constrained by terrain and climate create unique tourism opportunities like terraced field sightseeing.

Table 2. Socio-cultural conditions

Socio-Cultural Element	Core Characteristics	Contribution to Industrial Complex
Regional Culture	Ethnic diversity, vibrant festivals	Enhances cultural appeal and branding
Community Engagement	Strong land attachment	Drives endogenous development
Education & Skills	Limited talent, technical gaps	Strengthens human capital
Agricultural & Economic Base	Mountain farming, short supply chains	Diversifies experiences and income

Baili Azalea's socio-cultural conditions form the foundation for industrial complex development. Strategic utilization of these resources can inject vitality into regional growth, though challenges like cultural innovation and community participation mechanisms remain critical.

2.3 Current Issues and Analysis

Seasonal Dependency: Azalea blooms attract tourists only from March to May, limiting year-round appeal. Cultural Simplification: Despite rich ethnic and natural integration, cultural value remains underexploited. Infrastructure Deficiencies: Traffic congestion during peak seasons, insufficient parking, and visitor center capacity. Ecological Pressures: Localized vegetation degradation and soil erosion despite overall ecosystem health. Industrial Homogeneity: Overreliance on ticket sales; lack of immersive experiences and diversified services. Community Disengagement: Low resident participation in tourism, failing to boost local employment. Management Shortcomings: Talent gaps, slow digitalization, and weak marketing. SWOT analysis shows that although the scenic spot has significant resource advantages, marketing and branding are weak, and new media marketing and digital transformation are slow.

Table 3. Existing problems

Assessment Dimension	Description of the current situation	Problems
Natural Resources	Abundant primitive rhododendron resources, good biodiversity	Strong seasonality of resource utilisation and increased pressure on conservation
Human Resources	Distinctive ethnic and cultural characteristics, numerous historical sites	Single form of cultural display, insufficient inheritance
Infrastructure	Road network basically completed, service facilities initially supporting	Traffic congestion, insufficient reception capacity
Environmental Protection	Overall ecological condition is good, with local damage	Degradation of vegetation, increasing soil erosion
Industrial Development	Sightseeing is the main focus, and the industry chain is initially formed	Single product, low community participation
Operation Management	The basic management system is sound and the staffing is in place	Lack of professional talents and low digitalisation level

The infrastructure construction of Bailey scenic area should be strengthened to improve the transport network and reception capacity, industrial transformation and upgrading needs to be promoted to develop all-season tourism products and extend the industrial chain, environmental protection should also be increased, the implementation of scientific ecological restoration projects, the establishment of a monitoring system, the training of talents in the field of operation and management should be strengthened to promote the construction of intelligent scenic spots and enhance the level of service. While facing development challenges, the Bailey Dujuan Scenic Area also has strong potential, and through scientific planning and systematic management, it can achieve the win-win goal of ecological protection and economic development.

3. Implementation Paths

3.1 Spatial Layout Principles

In the spatial layout of industrial complexes in scenic areas, functional zoning, transportation organization, and landscape design constitute the core principles. These elements establish a foundational framework for regional sustainable development, ensuring the maximized utilization of ecological resources and optimization of tourist experiences. The design of functional zoning follows the concept of "divided yet interconnected", structuring a multi-level system comprising core zones, buffer zones, and service zones. The core zone focuses on protecting original azalea resources to maintain the integrity of natural ecosystems. The buffer zone serves dual purposes of ecological conservation and tourism development, achieving rational resource utilization through low-intensity interventions. The service zone, designated for tourist reception and commercial activities, requires planning that balances convenience with environmental carrying capacity. This zoning approach minimizes human interference with natural environments while meeting diverse visitor needs.

Transportation organization, as a key element of spatial layout, directly impacts accessibility and tourist flow efficiency. The "loop + branch" model constructs a hierarchical road system: loop roads connect major attractions to ensure traffic fluidity and prevent congestion, while branch roads extend into functional zones for internal connectivity. Green transportation modes, such as pedestrian paths, bicycle lanes, and electric shuttle routes, reduce carbon emissions and enhance immersive experiences. Parking facilities are concentrated in service zones, with shuttle systems transporting visitors to core areas, thereby minimizing vehicular impact on ecosystems.

3.2 Core Functional Zone Design

The core functional zones of Baili Azalea Scenic Area integrate tourism, culture, agriculture, and wellness elements to form a multi-tiered functional system. Planning emphasizes ecological priority and cultural inheritance to enhance attractiveness and service capacity.

Tourism Functional Zone: Designed around visitor experiences, this zone highlights diverse landscapes and thematic displays. Leveraging natural resources, core landscape elements are constructed through locally adapted flora and nighttime lighting installations to extend viewing periods. Supporting facilities include sightseeing trails, observation platforms, and interpretive systems. Photography bases, outdoor adventure areas, and family-friendly parks are established to diversify tourism offerings.

Cultural Functional Zone: Focuses on azalea-related folklore and historical narratives, with projects such as cultural festivals, handicraft workshops, and intangible heritage museums. VR and AR technologies allow virtual exploration of azalea landscapes across seasons. Creative product sales outlets are set up to promote cultural-tourism integration.

Table 4. Functional Area Classification

Facility Type	Specific content
Cultural Presentation	Azalea Cultural Festival, Non-Heritage Exhibition Hall
Digital Experience	VR/AR interactive experience
Creative Product Sales	Handicrafts, cultural and creative souvenirs

Agricultural Functional Zone: Develops high-altitude flower cultivation and organic vegetable farming, proposing the "agri-complex" concept. Agricultural experience areas allow tourist participation in planting and harvesting. Value-added products like floral teas and jams are developed and branded.

3.3 Transportation and Infrastructure Planning

Transportation and infrastructure planning prioritizes accessibility and sustainability. Based on existing road systems, a multi-level transportation network is constructed according to tourist flows and industrial demands. Main and secondary road connectivity is upgraded to alleviate congestion. Dedicated tourist routes link attractions and industrial nodes, incorporating electric shuttles and bike lanes.

Collaboration with surrounding communities requires enhancing transportation networks to improve regional connectivity. Shared sewage treatment and energy supply systems are implemented to boost resource efficiency.

3.4 Ecological Protection and Landscape Design

Ecological protection ensures ecosystem integrity, while landscape design enhances visitor experiences through scientific methods. Core zones strictly protect native azalea communities. Buffer zones introduce diverse ornamental plants to extend flowering seasons. Low-impact development principles minimize impervious surfaces and increase permeable materials. Ecological restoration technologies, such as vegetation recovery and wetland conservation, are applied. Viewing platforms and trails guide orderly exploration. An ecological interpretation system uses signage to educate visitors.

4. Discussion

The exploration of promoting sustainable development through systematic planning in scenic areas has not only involved multidimensional analyses of industrial development potential, spatial optimization, and ecological protection strategies but also confirmed that industrial complexes can integrate tourism resources and coordinate economic, social, and environmental development. While analyses of natural landscape development and infrastructure construction highlight the value of ecological core models, concrete implementation pathways must be proposed(Wu,2023).

Research findings demonstrate that industrial complexes exert profound impacts on regional development. Challenges center on three critical elements—framework design, spatial optimization, and ecological protection—which guide the development direction of scenic areas. The construction of industrial complexes directly drives local economic growth, with modern agricultural technologies and specialized cultivation systems forming industrial chains. Deep community participation ensures project continuity and improves living standards. Notably, this model balances economic objectives with ecological protection, preserving natural and cultural heritage during development to achieve human-land harmony. Industrial complexes serve not only as key engines for regional economies but also as practical exemplars of green development. This study provides planning references for similar regions, validating the dual value of theoretical guidance and practical innovation.

The construction of industrial complexes is not merely an integration of space and business formats but also a re-creation of multidimensional ecological, cultural, and economic value. This study focuses on the construction and planning design of the industrial complex in Baili Azalea Scenic Area, representing a preliminary theoretical exploration. The research proposes targeted implementation recommendations and future development pathways for Baili Azalea, advocating for the integration of local ecological advantages and cultural characteristics to establish a multi-industry integrated development model centered on floral tourism. This model enhances the scenic area's appeal while driving comprehensive economic growth in surrounding rural areas. Each interconnected component allows flexibility for subsequent adjustments, with development pathways requiring stable project advancement (Yu, 2018).

Future research should strengthen interdisciplinary collaboration, fostering innovative methodologies across landscape design, industrial economics, and ecological science. This will provide paradigmatic references for the sustainable development of similar scenic areas, enabling the construction of industrial complexes to realize greater social value. Ultimately, this approach ensures the successful implementation of scenic area industrial complexes, offering valuable insights for the planning and design of analogous regions.

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