

Evaluation System for the Application of IP Visual Images in Leisure Agricultural Landscape Design in China: A Case Study of Tang Village Leisure Agriculture

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ABSTRACT

This study evaluated the role of intellectual property (IP) visual elements in creating recreational agricultural landscapes and their impact on the overall visual experience. It emphasized the importance of including IP's visual aspects to enhance landscapes' attractiveness and competitiveness. Using Tang Village as a case study, the paper provided a framework and index system for evaluating IP visual images in these landscapes. Integrated use of IP images improved tourism appeal and brand value. Data analysis was done using SPSS. This study offers theoretical and practical insights to encourage IP visual imagery in landscape design, guiding future construction attempts. It provides a comprehensive perspective beyond the immediate visual impact, highlighting its usefulness to stakeholders, legislators, and landscape architects involved in developing sustainable leisure agriculture spaces. The study adds important insights to the discussion about landscape design, emphasizing its role in creating memorable travel experiences.

Keywords: Landscape Design, Recreational Agriculture, Intellectual Property (IP) Visual, Sustainable Development

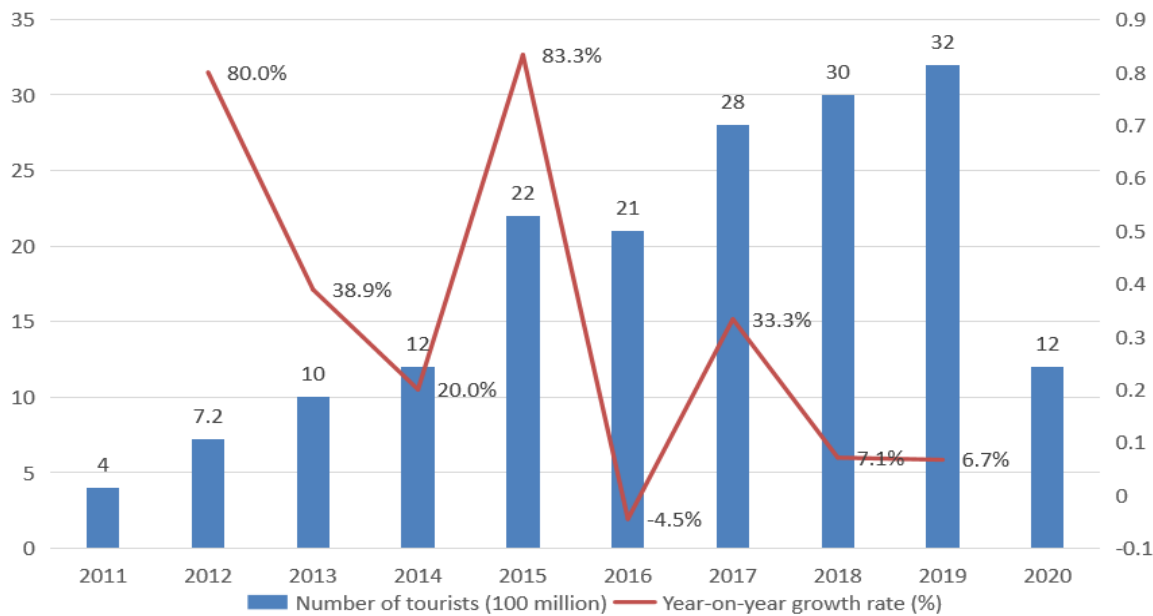
INTRODUCTION

Leisure agricultural tourism, a tourism type with rich cultural and ecological features, is gaining popularity with the growth of the social economy and improvement in living standards. Simultaneously, IP visual imagery in landscape design has attracted significant attention. Combining leisure agriculture with IP visual images offers a unique experience and new design potential. However, more evaluation studies are needed, and comprehensive exploration is required. This work aims to investigate the application assessment system of IP visual images in recreational agricultural landscapes, providing theoretical direction and valuable examples for enhancing landscape quality. The main starting points for the study are summarised from previous research. Here are the main starting points summarised from the research of Arru et al. (2019), Hurmelinna-laukkanen & Alahuhta (2009) and Alaa (2023) for the study.

The Rise of Recreational Agriculture

With urbanization and the continuous improvement of people's life quality, leisure agriculture has developed rapidly into an important way of leisure. Leisure agriculture tourism has attracted people's wide attention, and people's demand for leisure agriculture tourism is also increasing. Figure 1 shows the changes in the number of agricultural and rural tourism tourists in China from 2011 to 2020, and the corresponding year-on-year growth rate. These data highlight significant trends, fluctuations and external influences over the decade. From 2011 to 2013, the tourism industry experienced steady growth, with the number of visitors increasing from 4 billion to 10 billion, thanks to high growth rates, including a staggering 80 percent growth in 2012. In addition to the severe impact on rural tourism activities in 2019 and 2020 due to the coronavirus pandemic. Rural tourism figures during this period show a growing trend, as urbanization and rising living standards stimulate interest in cultural and eco-tourism.

Figure 1: Change in the Number of Visitors Agriculture and Rural Tourism in China from 2011 to 2020(100 million, %)



(Source: Ministry of Culture and Tourism, China 2020)

The Importance of the Visual Identity of the Intellectual Property (IP)

The visual identity of intellectual property (IP) serves as a vital element in enhancing the recognition, appeal, and marketability of leisure agricultural landscapes. Successful case studies, such as the application of cultural IP elements in Jiudou Village Leisure Farm in Taiwan and Chengdu Pastoral Agricultural Park in China, illustrate how unique IP visual identities can elevate a destination's profile by creating distinctive and memorable brand images. These visual identities—comprising logos, colors, typography, and mascots—strengthen emotional connections with visitors and help differentiate leisure agriculture destinations in a competitive tourism market. By fostering a sense of place and cultural continuity, IP visual identities integrate local heritage with contemporary design to create a balanced representation of tradition and modernity. For instance, the vineyard tours in Australia leverage their IP visual branding to promote a seamless blend of rural tourism and agribusiness, drawing both local and international visitors.

Despite the proven value of IP visual identities in various settings, there remains a need for a robust evaluation framework to measure their impact systematically. The absence of standardized metrics can lead to inconsistencies in implementation and diminished effectiveness. Expanding on successful cases, such as Tang Village in Xi'an, this study aims to develop an evaluation system that assesses cultural integration, visitor engagement, and economic sustainability.

The importance of the evaluation system

With the development of leisure agriculture, international and Chinese laws and regulations have been formulated in different development periods. The first Recreational farm in the United States (Dude ranches) in 1880 Agricultural sightseeing, education, agricultural picking, leisure agriculture activities Agricultural Adjustment Act, Soil Conservation and Domestic Quota Act, Food Safety Act. The Civil Farm Act of 1919 After the 1980s, it gradually shifted to farming experience. New leisure agriculture and rural tourism products of the 1960s. In 1988, the Standing Committee on Agriculture of the Agricultural Federation promulgated the Family Farm Act. China has also formulated relevant regulations, Taiwan Leisure Agriculture guidance management measures (1992). Besides agricultural production and rural cultural resources, there must also be "rich pastoral landscape and natural landscape" and a certain amount of land area. Measures for The Management of Quality Assessment of Tourist Scenic Spots (2005). Regulations from low to high tourist attractions are divided into five levels, respectively: A, AA, AAA, AAAA, AAAAA. Proposals for the

Eleventh Five-Year Plan (2015). In the construction of new countryside, leisure agriculture, as a new agricultural development model, should be carried out all over the country, especially in counties, towns and villages with convenient transportation close to cities. Guidance of The State Council on Promoting rural Industry Revitalization (2019). We will build a number of leisure and tourism parks with complete facilities and diverse functions, cultivate a number of beautiful leisure villages and key rural tourism villages, and build a number of demonstration counties for leisure agriculture. However, there is no evaluation system between leisure agriculture and IP visual image.

It is crucial to have a comprehensive evaluation strategy for IP visual identity in leisure agriculture. This helps assess the impact of the IP visual image on the recreational agricultural environment and provides valuable insights for future improvement. The following key factors highlight the importance of this evaluation system:

- Ensure Quality and Consistency

In leisure agriculture, the assessment system ensures the quality and consistency of IP visual images. Defined standards and measurements help designers and developers achieve the objectives of the IP visual identity, maintaining style and visual effect across various landscape components and scenarios.

- Improve User Experience

The assessment method focuses on users' perception and experience with the IP visual picture. Collecting user reviews and comments can provide insights into how consumers view, enjoy, and interact with the IP visual identity. This is essential for enhancing user experience and happiness in recreational agriculture, while also optimizing the IP's visual identity.

- Guide Improvement and Innovation

The assessment system can direct the enhancement of intellectual property visuals in leisure agriculture. It identifies strengths and weaknesses in the IP visual identity, guiding designers and developers for improvement. Additionally, the assessment method fosters innovation and revitalises the IP visual identity in leisure agriculture.

- Promote Communication and Cooperation

Evaluation systems encourage collaboration among stakeholders, developers, and designers. By exchanging the outcomes and lessons gained, all stakeholders may better understand the use of IP visual identity in recreational agriculture and jointly explore best practices and solutions.

- Support Decision-making and Planning

The evaluation system provides an essential basis for organising and making decisions. To facilitate the sustainable development of recreational farm landscapes, decision-makers may find it helpful to evaluate the effectiveness and impact of intellectual property (IP) visual identity in agricultural landscapes utilised for leisure.

- Protection of Intellectual Property Rights

Entire assessment systems can help safeguard IP visual pictures' intellectual property rights. By making the evaluation criteria and indications clear, it is possible to ensure that the originality and distinctiveness of the IP visual picture are completely acknowledged and protected and to stop infringement.

- Enhance Brand Value

An effective IP visual identity can raise the recreational agricultural landscape's brand value. The assessment system, which also evaluates the contribution of IP visual image to brand image and market competitiveness, may provide substantial assistance for brand promotion and marketing.

- Promote the Development of the Industry

The assessment system can facilitate the growth of the leisure agricultural landscape sector. Designers, developers, and decision-makers in the field may collaborate to advance innovation and advancement by exchanging best practices and success stories. This allows them to learn from and influence one another. The evaluation system of IP visual image design in landscape design is ultimately achieved by examining the relationship between IP visual image and leisure agricultural landscape design. This system offers a scientific foundation for designing and developing leisure agrarian landscapes. It encourages the application and transmission of IP visual image design in leisure agricultural, scenic spots.

LITERATURE REVIEW

Under the background of rapid economic growth and accelerated urban-rural integration, leisure agriculture, as a development model integrating agriculture, tourism and experience economy, has increasingly become the focus of attention from all sectors of society (Holley, 2024). However, China's understanding of urban IP image concepts needs improvement, leading to unsuccessful IP image designs for urban tourism (Liu et al., 2018). The Intellectual Property is also well-known as IP, which is directly translated as intellectual property rights. In the environment of new media, it can be understood as "cultural value content that can be developed in multidimensional ways". It can be a story, a kind of popular culture, but more refers to the cultural products suitable for secondary adaptation and development, such as film and television literature, game animation, etc (Yang, 2024). The report to the 19th National Congress of the Communist Party of China (CPC) clearly calls for "strengthening the creation, protection and application of intellectual property rights (IP)", and calls for building a "beautiful China", building an innovative country, and enhancing confidence in its path, theory, system and culture (Zhang, 2018). This paper puts forward the "five forces" model of the development of creative agriculture through practical investigation and IP creative application, aiming to build a basic framework for the development of creative agriculture (Gao et al., 2024). In 2024, the No. 1 central document pointed out that in order to improve the level of rural industry development, rural industry construction and rural governance, promote the integrated development of rural primary, secondary and tertiary industries, implement the deep integration project of rural culture and tourism, promote the construction of rural tourism clusters (villages), foster new business types such as ecotourism, forest health, leisure camping, promote the standardized development and quality of rural homestays, optimize the implementation of rural industry integration development projects, and cultivate agricultural industrialization consortia (Xinhua News Agency, 2024).

This work examines the role of IP visual representations in leisure agricultural landscape design, aiming to develop an evaluation method. This method explores cultural integration, safeguarding local cultural IP, and sensible use in landscape design. Providing guidance for leisure agriculture and landscape design sustainability also involves discussing issues like traditional culture and IP image commercialisation.

METHOD AND MATERIALS

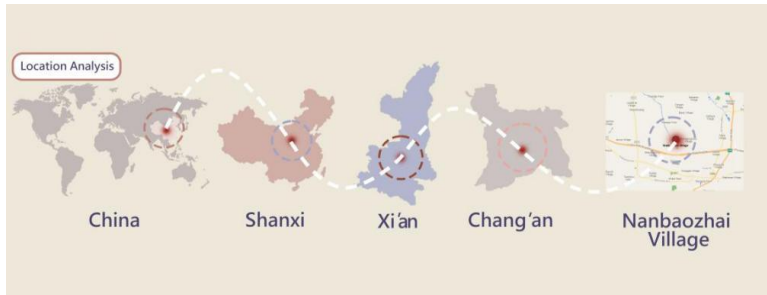
The IP visual image affects the aesthetic value of landscape design in leisure agriculture. Integration between the IP image and landscape enhances the tourist experience. Existing evaluations are subjective due to inconsistent standards. Evaluation participants have diverse psychological perceptions due to their backgrounds and preferences. Tang Village Agricultural Park in Xi'an was chosen for a field study to collect and analyze data. Interviews and surveys were conducted with visitors, managers, and experts to understand their perspectives on IP visual images in leisure agricultural landscape design.

Study Area

Figure 2 shows "Chang'an Tang Village," a scenic place with historical and cultural significance in Xi'an, Shaanxi, China. The project is surrounded by the Miao Miao River, Qinling Mountains, and Chang'an and Zhongnan Mountains. It is located north and south of Xi'an along the Tang cultural axis, mirroring key historical sites like the Daming Palace Ruins Park, Big Wild Goose Pagoda, and Lanyue Pavilion. The restored buildings, streets, and courtyards, modelled after Tang Dynasty Chang'an City, allow visitors to experience a

bygone era.

Figure 2: Location Analysis of the Study Area



(Source: Author 2024)

Figure 3: The Current Landscape Status of Tang Village in Chang'an



(Note: Redrawn by Zhang Zhou 2023)

"Tang Village" highlights Tang Dynasty agricultural culture and art. With its unique theme and historical replication, it aims to revitalize the area, offering scenic views while preserving nostalgic sentiments. It hopes to become a cultural and spiritual hub, a top rural tourism destination, and has attracted numerous visitors. Preserving Chinese history, culture, and traditional lifestyles through scenic locations is crucial.

Figure 4: The Current Situation of the Landscape of Tang Village



(Source: Author 2023)

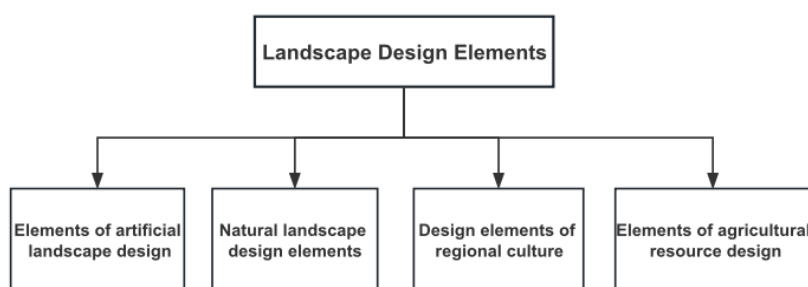
Research Design

This study utilizes literature collection, site observation, and questionnaire survey to analyze the natural and cultural resources of a project, and the landscape design of "Chang'an Tang Village." It also examines the content of the landscape design and regional culture through photography.

As a heritage tourist attraction, the landscape design of "Chang'an Tang Village" is crucial for enhancing tourists' experience and attractiveness. The design process must emphasize various landscape elements, including natural, regional cultural, agricultural, and artificial elements.

Regional culture is the essence of leisure agricultural landscape planning and design, distinguishing it from other landscapes. The design process should be based on rural natural and cultural landscape resources, extracting their regional cultural content to create recreation projects that strengthen the region's IP attributes.

Figure 5: Elements of Regional Cultural Landscape Design

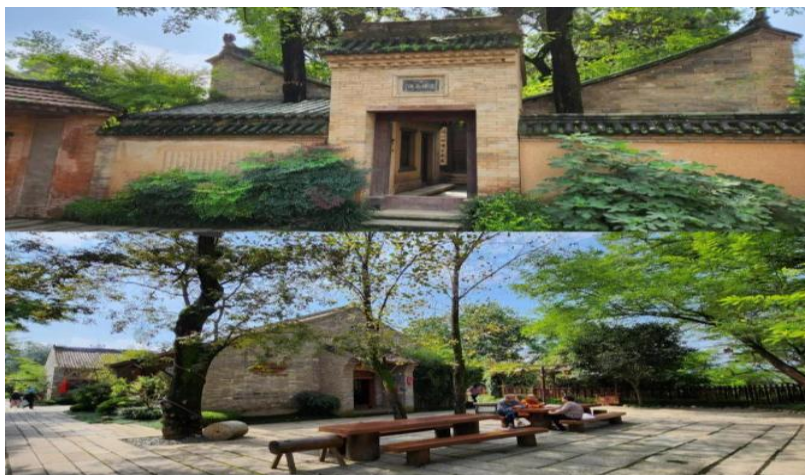


(Source: Author 2023)

Field Research

This study analyzes the landscape, road planning, and scenic spots of "Chang'an Tang Village". It leverages the local natural environment, topography, and landforms for landscape planning, incorporating regional cultural elements to emphasize its uniqueness. It incorporates terrain variations and slope stabilization using dwarf shrubs, harmonizing with regional traits. Landscaping preserves soil and the unique topography of Tang Village. The study site contains rich cultural connotations and historical stories, in which Figure 6 shows the integration of regional cultural elements and valuable natural and cultural landscapes. The restoration of historical sites such as Yaowang Temple and Three Holy Palace can promote education and tourism activities in the design.












Figure 6: The Current Situation of the Landscape of Tang Village in Chang'an



(Source: Author 2023)

“Chang’an Tang Village” is situated amidst mountains and water, within the barren Shenhe Plateau. In the past, villagers depended on agricultural carts, flat poles, buckets, and other tools for their daily lives. After observing the site, we collected and organized IP visual image designs related to leisure agriculture in the park, as summarized in Table 1. The designs mainly showcased the local materials and traces of time, emphasizing the unique culture of “Chang’an Tang Village”. Agricultural artefacts, like carts and buckets, have evolved from mere production tools to cultural symbols. This reincorporation of agricultural artefacts aligns with the village's positioning and holds significant theoretical and practical implications for promoting leisure agriculture and cultural IP in landscape design.

Table 1: IP Visual Image Design in the Landscape of Chang'an Tang Village (Utensils).

Number	Type	Real view of the park
1	Landscape Signage	     
2	Pristine Landscape	  
3	Landscape Furniture	 

Regarding spatial layout, the attractions are well-connected with a clear tour route, allowing visitors to easily explore Tang Village without feeling lost or crowded. Vegetation includes ancient trees and flowerbeds, enhancing the scenic spots' beauty and ornamental value. Large lawn campsites add new highlights and characteristics, making the spots more diversified.

However, the design site also has drawbacks. "Tang Village" lacks the interactive and experiential elements of cultural and intellectual property rights. The number of guides and signs is limited, and most roads lack indicative signs, easily easily tourists orientation and tour routes. There is a lack of diversified design in the park, and the tourism experience derived from the diversified design needs to be further improved.

Figure 7: The Current Situation of Landscape Sketches in Chang'an Tang Village



(Source: Author 2023)

Questionnaires

Questionnaires are a standard research method for collecting subjective views, attitudes, behaviors, and experiences. This study evaluates the IP visual images in leisure agricultural landscapes. Using a questionnaire survey, it collects 232 public opinions on IP visual images in landscape design. The questionnaire covers landscape fit, creativity, visual guidance, innovation, historical and cultural IP, etc., and investigates participants' subjective perception.

To gather more thoughts and recommendations, a paper questionnaire will be delivered in the field with an online survey. Analyzing and integrating the data provides evaluation results and suggestions for using IP visual images in landscapes, serving as a reference for future designers.

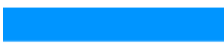








FINDINGS

The data reveals that the majority of respondents (71.6%) belong to the 18–24 age group, indicating a strong representation of young adults. This demographic is likely to be more engaged with leisure agricultural tourism, reflecting their interest in recreational and cultural activities. A significant portion (19.75%) of respondents falls into the 25–34 age group, further emphasizing the appeal of such tourism to younger, working-age individuals. Notably, the representation of individuals under 18 is relatively small (6.17%), while older age groups, such as those over 55 (1.85%) and 45–55 (0.62%), are minimally represented. The complete absence of participants aged 35–44 suggests a potential gap in the outreach or interest among this age group, which could be addressed in future studies or marketing efforts.

The occupational analysis shows a strong skew toward students, who constitute 96.91% of the respondents. This overwhelming majority suggests that the survey was predominantly conducted among university or school-going individuals, likely due to convenience or targeted interest in this demographic. Other occupational categories, such as liberal professionals, company personnel, governmental personnel, and others, represent a combined total of just over 3%. This disproportionate distribution may limit the generalizability of the findings to other occupational groups and underscores the need to expand future surveys to include more diverse professional backgrounds.

Table 2: Questionnaire Population Analysis

Age	Under the age of 18	<div style="width: 6.17%;"></div> 6.17%
	18- -24 years old	<div style="width: 71.6%;"></div> 71.6%





	25- -34 years old  19.75% 35- -44 years old  0% 45- -55 years old  0.62% Over 55 years old  1.85%
Occupation	Student  96.91% liberal professions  0.62% company personnel  0.62% governmental personnel  0.62% other  1.23%

Note. Data were obtained from questionnaires.

In the questionnaire, most tourists think that the design of IP image is successful and has a certain positive effect. However, a small number of tourists think that the design of IP image is lacking and needs further improvement and promotion. The following tables are the basis for the explanation:

According to the results of Table 3, 49.23% of the respondents believe that IP visual image helps to prolong the stay time of tourists and increase consumption, which indicates that IP visual image has a positive role in promoting tourism consumption. Meanwhile, 41.54 percent of the respondents said they agreed with this view to some extent. In relative terms, only 9.23 percent of respondents saw no significant growth, while none saw no growth at all. These data show that the IP visual image has a positive impact on enhancing the consumption and stay intention of tourists, which is positively regarded by most tourists.

Table 3: The Willingness Tourists Have to Consume and Stay for the IP Visual Image in Tang Village.

Options	Subtotal	Proportion
A. Yes, it helps to increase the length of stay and consumption of tourists	32	 49.23%
B. Yes to a certain extent	27	 41.54%
C. No significant increase	6	 9.23%
No increase at all	0	 0%
The number of people who fill in this question effectively	65	

Note. Data were obtained from questionnaires.

As shown in Table 3, 49.23% of the respondents believe that the IP visual image significantly enhances their cognition and impression, which is much higher than the other options. Specifically, 38.46% of the respondents indicated that the IP visual image enhanced their experience to some extent, while 12.31% felt no significant impact. On the other hand, 0% felt that the IP visual image had no impact on their experience. These findings suggest that the IP visual image plays a positive role in enhancing the perception of tourists.

Table 4: The Influence of IP Visual Image Towards the Tourists' Perception.

Options	Subtotal	Proportion
A. Yes, apparently enhancing cognition and impressions	32	<div><div></div></div> 49.23%
B. is enhanced to some extent	25	<div><div></div></div> 38.46%
C. No significant enhancement	8	<div><div></div></div> 12.31%
D. No enhancement at all	0	<div><div></div></div> 0%
The number of people who fill in this question effectively	65	

Note. Data were obtained from questionnaires.

When discussing the design of the IP visual identity in the leisure agricultural landscape of Tang Village, the interviewees raised a number of key points, highlighting the importance of considering the unique characteristics and cultural context of Tang Village. They believe that ensuring the IP visual image is consistent with the overall style and atmosphere of Tang Village will not only help promote cultural education and information dissemination to visitors, but also enhance the entertainment value of the place, especially for families and children. In addition, IP image design can integrate the content of agricultural and environmental education and attract schools and educational institutions to organize outdoor teaching activities.

Figure 8: Cultural Buildings in Tang Village, Chang'an



(Source: Author 2023)

Expansion and Collaboration

Most visitors admire project managers' expansion through secondary packaging of traditional food and Qinhu opera stage recreation. IP visual image is used for dolls, mascots, cards, emojis, special effects, and film/TV images.

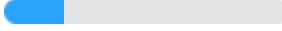

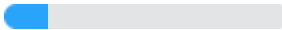

For long-term success, the project relies on media and partner connections. Management collaborates with external suppliers to organise events, exhibits, and contests with positive results. Tang Village Scenic Area joins partner activities and markets in tourist attractions for profit sharing and collaboration.

Visitor Perspective

From a visitor's perspective, incorporating IP visual representations in Tang Village's leisure agriculture

landscape design enhances the tourism experience. Table 5 shows 82.09% of visitors recommend Tang Village. Semi-structured interview data indicates mixed opinions on the park's current landscape design.

Table 5: Would You Recommend the Tang Village Leisure Agricultural Landscape to Others?

Options	Subtotal	Proportion
A. Highly recommended	35	 21.6%
B. Some recommendations	98	 60.49%
C. Don't like recommendations very much	26	 16.05%
D. Not recommended	3	 1.85%
The number of people who fill in this question effectively	162	

Note. Data were obtained from questionnaires.

In order to strengthen the visual image of IP, "Chang'an Tang Village" should pay attention to creativity and integrated design, promote marketing and promotion, and enhance visibility, visibility and long-term reputation. At the same time, innovation is crucial to adapting to market changes and competition, and to the sustainability of the park and attracting tourists.

Based on the research data analyzed, this study developed an evaluation method for IP visual images in the leisure agricultural environment to provide effective suggestions and reference for the design. See Table 6 for details.

Table 6: Evaluation System of IP Visual Image Application in Leisure Agricultural Landscape.

Index	Main content
Regional cultural uniqueness	Deepening memories is made possible by the distinctive and distinct scenery of the location.
The fit of the landscape	The leisure agricultural landscape's subject, ambiance, and cultural background are cohesive, which can strengthen the sense of coherence and harmony in the area.
Creative	It has the power to draw in tourists and enhance the landscape's allure and appeal.
Transmissibility	It increases the landscape's exposure and repute and is communicative, disseminable, and promoteable through a variety of ways.
Sustainability	Sustainable: able to change and improve throughout time, as well as be utilized and replenished.
Economic benefits	It has the potential to improve the leisure agricultural landscape monetarily by boosting tourism and ticket sales.
Social benefits	It can support the preservation of regional culture and boost agricultural earnings.
Human and environmental benefits	It can improve the leisure agricultural landscape in terms of the environment by fostering sustainable development and safeguarding the natural ecosystem.

User experience	It can offer pleasant rest places, simple navigation for visitors, and other user-friendly features.
Feedback from reviews	Whether it may be refined and enhanced in accordance with visitor comments and recommendations.

RECOMMENDATION AND CONCLUSION

Comprehensive Evaluation Framework Recommendations

Cultural Integration and Authenticity

Criteria: Alignment with local heritage, representation of regional culture, and preservation of traditional values.

Metrics: Use of authentic symbols, cultural resonance in visitor feedback, and community acceptance.

Visitor Engagement and Experience

Criteria: Attractiveness, memorability, and emotional connection fostered by IP visual elements.

Metrics: Visitor satisfaction surveys, average time spent in IP-branded areas, and return visit rates.

Aesthetic and Design Coherence

Criteria: Consistency of design across elements (logos, signage, mascots), and harmony with the natural and built environment.

Metrics: Design audits, expert reviews, and visitor perceptions of aesthetic appeal.

Economic Impact and Market Competitiveness

Criteria: Contribution of IP visual elements to revenue generation, increased tourist spending, and brand value.

Metrics: Revenue from IP-branded products, ticket sales, and return on investment (ROI) analyses.

Sustainability and Environmental Alignment

Criteria: Use of sustainable materials and practices in IP visual elements, and their role in promoting environmental awareness.

Metrics: Carbon footprint assessments, use of eco-friendly materials, and visitor awareness programs.

Innovation and Transmissibility

Criteria: Novelty and adaptability of IP visual designs across platforms (digital, print, and physical spaces).

Metrics: Number of digital interactions, online reach of IP branding, and adaptability to new trends.

Stakeholder Collaboration and Inclusivity

Criteria: Effective partnerships between designers, local communities, policymakers, and investors.

Metrics: Number of collaborative projects, satisfaction levels of stakeholders, and inclusivity in design processes.

Feedback and Continuous Improvement

Criteria: Responsiveness to visitor feedback and ability to adapt IP designs based on changing preferences.

Metrics: Leveraging visitor surveys to refine IP visual identities and improve appeal.

CONCLUSION

This study concludes that the strategic use of IP visual identities in leisure agricultural landscapes has the potential to drive sustainable development, enhance cultural preservation, and improve visitor satisfaction. By adopting the recommendations and framework proposed, stakeholders can unlock the full potential of leisure agricultural tourism, creating destinations that are culturally rich, economically viable, and environmentally sustainable. This research serves as a foundational step toward optimizing the integration of IP visual imagery in landscape design and fostering innovative and impactful tourism experiences.

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