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Abstract

Focusing on the evaluation system of Intellectual Property (IP) visual images in leisure agricultural landscapes, this paper explores the pivotal role of IP visual images in designing such landscapes and their profound impact on the overall visual experience. Acknowledging the significance of incorporating IP visual elements, the research delves into its multifaceted implications. The critical issue centres on understanding how integrating IP visual images contributes to the attractiveness and competitiveness of leisure agricultural landscapes. This study recognises the potential of IP visual images in enhancing scenic spots and effectively drawing tourists, elevating brand value, and influencing the overall perception of the landscape. To address this, the paper proposes an application evaluation framework and index system tailored for assessing IP visual images in leisure agricultural landscapes. The empirical study, utilising “Chang’an Tang Village” as a case, involves a comprehensive analysis of natural resources, cultural heritage, visibility, and landscape charm within the scenic spots. These components are crucial in unveiling the impact and potential of IP visual images. The research findings reveal that incorporating IP visual images significantly amplifies the allure and competitiveness of scenic spots. Through detailed analysis of natural resources, cultural heritage, visibility, and landscape charm in “Chang’an Tang Village,” the paper establishes a correlation between a well-crafted visual image of IP and increased tourist attraction. Enhancing brand value and influence contributes to a more sustainable development model. This research holds both theoretical and practical significance by providing a comprehensive framework for applying and promoting IP visual images in the landscape design of leisure agricultural parks. The identified positive impacts on attractiveness, competitiveness, and overall tourist experience offer valuable insights for both

theoretical research and practical implementation. It serves as a guiding reference for future leisure agricultural landscape development endeavours.

In conclusion, this research provides a robust foundation for strategically integrating IP visual images in leisure agricultural landscape design. By examining both theoretical underpinnings and practical applications, it presents a holistic perspective that goes beyond the immediate visual impact. The insights gleaned from “Chang’an Tang Village” underscore the relevance and adaptability of the proposed framework, offering a valuable roadmap for landscape architects, policymakers, and stakeholders involved in the sustainable development of leisure agricultural spaces. As the global interest in sustainable and culturally rich tourism grows, this research is a timely and pertinent contribution to the evolving discourse on landscape design and its role in fostering meaningful visitor experiences.

Keywords: Landscape Design, Recreational Agriculture, Cultural Knowledge Attributes, Visual Evaluation, Sustainable Development

Introduction

With the development of the social economy and improving people’s living standards, leisure agricultural tourism, as a form of tourism with rich cultural connotations and ecological environment characteristics, is gradually attracting people’s attention and favour. At the same time, in landscape design, the application of IP visual images has also received extensive attention and research. The combination of leisure agriculture and IP visual image provides people with a unique leisure experience and brings new development opportunities for landscape design and development. However, there still needs to be more evaluation studies on the application of landscape design and IP visual image in leisure agriculture, and there needs to be more systematic and comprehensive exploration. Therefore, this paper aims to study the application evaluation system of IP visual images in leisure agricultural landscapes to provide theoretical guidance and practical reference for developing and improving landscape quality in scenic spots. 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 urbanisation and the continuous improvement of people’s quality of life, leisure agriculture has developed rapidly as an essential leisure method. Leisure agricultural tourism has attracted much attention.

The importance of the visual identity of the IP

IP visual identity represents the image and characteristics of a brand, product, or individual through visual elements. These visual elements include logos, colours, fonts, graphics, etc., forming a unique visual identity that helps people better recognise and remember the brand, product, or person. The importance of IP visual identity to contribute to the development and success of the leisure agricultural landscape is mainly reflected in the following aspects:

Enhance Attractiveness

A unique and eye-catching visual identity for the IP can capture the attention of tourists and make the leisure agricultural landscape stand out in the market. It can attract visitors with exciting characters, bright colours, and appealing patterns, increasing visitors' flow and dwell time.

Improve recognition.

IP visual identity can help leisure agricultural landscapes establish a unique brand image in the market and improve recognition. Visitors can identify and remember the recreational agriculture landscape through an IP visual persona, increasing the number of repeat customers.

Convey information.

IP visual identity can convey information about the leisure agricultural landscape through images, colours, and symbols, such as the landscape's theme, history, culture, and values. This helps visitors better understand and experience the recreational agricultural landscape, enhancing their engagement and satisfaction.

Create an emotional connection.

A successful IP visual identity can connect with visitors and make them feel part of the recreational agricultural landscape. This can be achieved by creating a fun, cute, or heartwarming IP character that enhances visitors' emotional identification and loyalty to the leisure agrarian landscape.

Boost sales.

Sales can be boosted by applying IP visual imagery to products and services in the leisure agricultural landscape, such as souvenirs, food, and events. This helps to increase the income of the recreational agricultural landscape and improve its economic benefits.

The importance of the evaluation system

A complete evaluation system for applying IP visual identity in the leisure agricultural landscape is crucial. It helps us evaluate the actual effect of the IP visual image in the recreational agricultural landscape and provides a valuable reference for subsequent improvement and development. The importance of the evaluation system is mainly manifested in the following aspects:

Ensure quality and consistency.

The evaluation system can ensure the quality and consistency of IP visual images in the leisure agricultural landscape. By setting clear standards and metrics, designers and developers can better understand and achieve the goals of the IP's visual identity, ensuring that it maintains a consistent style and visual effect across different landscape elements and scenes.

Improve user experience.

The evaluation system focuses on the user's experience and feelings about the IP visual image. Collecting user feedback and reviews lets you understand how users perceive, like, and engage with the IP's visual identity. This helps optimise the visual identity of the IP and improve user experience and satisfaction in the recreational agricultural landscape.

Guide improvement and innovation.

The evaluation system can guide improving and innovating IP visual images in the leisure agricultural landscape. By analysing the evaluation results, the strengths and weaknesses of the IP visual identity can be discovered, and the direction and ideas for improvement can be provided for designers and developers. At the same time, the evaluation system can stimulate innovation and promote the continuous development and renewal of IP visual identity in the leisure agricultural landscape.

Promote communication and cooperation.

Evaluation systems can promote collaboration between designers, developers, and stakeholders. By sharing the results and lessons learned, all parties can better understand the use of IP visual identity in the recreational agriculture landscape and explore best practices and solutions together.

Support decision-making and planning.

The evaluation system provides an essential basis for decision-making and planning. Evaluating the effectiveness and impact of IP visual identity in recreational agricultural landscapes can help decision-makers make informed investment and resourcing decisions to promote the sustainable development of recreational farm landscapes.

Protection of intellectual property rights

A complete evaluation system can help protect the intellectual property rights of IP visual images. By clarifying the evaluation criteria and indicators, it is possible to ensure that the uniqueness and originality of the IP visual image are fully recognised and protected and prevent infringement.

Enhance brand value.

A successful IP visual identity can enhance the brand value of the leisure agricultural landscape. Through the evaluation system, the contribution of IP visual image to brand image and market

competitiveness can be evaluated, and strong support can be provided for brand promotion and marketing.

Promote the development of the industry.

The evaluation system can promote the development of the leisure agricultural landscape industry. By sharing best practices and success stories, designers, developers, and decision-makers in the industry can learn from each other and Xi each other and work together to drive progress and innovation in the industry. By studying the relationship between leisure agricultural landscape design and IP visual image, the evaluation system of IP visual image design in landscape design is finally obtained, which provides a scientific basis for the design and development of leisure agricultural landscape and promotes the application and inheritance of IP visual image design in leisure agricultural, scenic spots.

Literature review

Recreational agriculture was first coined in the thirties of the 19th century. Initially, it was in Italy, Austria, and elsewhere, then rapidly in Europe and the United States. In 1989, the Department of Extension at National Taiwan University held a “Symposium on the Development of Leisure Agriculture” and officially proposed the name “Leisure Agriculture” for the first time (Lei et al., 2021). Leisure agriculture can be defined as the theme of agriculture; we use agricultural, natural resources such as rural pastoral landscape, architecture, folk culture and natural ecological environment, combined with agricultural production sites, agricultural products, and agricultural management activities through scientific planning and design to meet tourists' sightseeing, leisure, and vacation. It is a new industry combining agriculture and tourism (Du Jie, 2019).

Although the leisure agricultural tourism industry is developing rapidly across the country, due to the lack of scientific overall planning, the leisure agricultural industry in many places needs landscape and cultural characteristics, low grade, environmental damage, and other problems. The application of IP visual images plays a vital role in improving the quality of leisure agriculture. However, leisure agriculture is based on the transformation and integration of the original rural landscape and characteristic culture rather than overthrowing everything, so when doing leisure agriculture, “minimally invasive surgery” should be promoted based on the local characteristics of the local villages that cannot be destroyed. The original architectural functions, spatial patterns and spatial forms should be integrated (Li Lei, 2017). Its planning and design should respect regional characteristics and local culture, dig deep into natural resources and human history with local characteristics, summarise and improve, and apply them to actual design. This paper analyses the display of agricultural history and culture, agricultural technology culture and regional agricultural

culture, enhances the connotation of leisure agriculture, and maintains the youthful vitality of leisure agriculture construction (Ji Lijuan, 2019).

A visual image can enhance tourists' perception of the destination, which is significant for destination image marketing. (Park E, Kim S, 2018). IP visual image application functions include visual symbols, cultural industry, visual image interaction, visual image transmission capability, and uniqueness of visual images. It is licensed by IP to experience cross-design, multi-creation, and multi-convergence channels with its attraction, a new integrated business form (Yu Fang, 2019). An excellent IP visual identity can raise the awareness and influence of a city, which undoubtedly plays a positive role in promoting tourism development. In the application process, attention should be paid to the reasonable application of local elements which conform to the public's aesthetics and have specific fashion characteristics. Promote the personalised development of local tourism and increase the number of tourists by identifying unique cultural symbols to improve residents' living standards. Integrating IP visual images into the landscape design of leisure agriculture can more vividly reflect the regional characteristics and personal spirit of the times and highlight the regional culture's cultural connotation and unique charm. However, compared with Western countries, China's understanding of the concept of urban IP image still needs to be improved, resulting in the long-term unsuccessful design of incomplete and successful IP image design schemes for urban tourism in China (Liu et al., 2018).

This paper hopes to establish a reasonable evaluation system by studying the role of IP visual images in leisure agricultural landscape design. Through this evaluation system, the integration of various cultural elements and landscape design in leisure agriculture projects is revealed, how to protect and inherit local cultural intellectual property rights effectively is discussed, and how to apply them reasonably in landscape design. At the same time, it also includes recognising and discussing potential problems such as traditional regional culture and IP visual image commercialisation in leisure agriculture projects to provide theoretical and practical guidance for the sustainable development of leisure agriculture and landscape design.

Method and materials

The IP visual image in the landscape design of leisure agriculture influences the aesthetic value of landscape design on people, and the higher the integration degree of IP visual image and landscape, the better the experience of tourists. Due to the need for more unified evaluation criteria for using IP visual images in leisure agricultural landscapes, the current evaluation conclusions are always subjective due to many factors. The people participating in the evaluation often have different psychological appreciation of the landscape due to the different viewing purposes, personal personalities, hobbies, knowledge backgrounds, and volitional experiences of the

appreciating subjects. At the same time, due to the difference in living environment, social role, cultural factors, economic income, etc., you will feel the different beauty of the same landscape.

Therefore, to collect and analyse the relevant data, this study selected Tangcun Agricultural Park in Chang'an District, Xi'an, Shaanxi Province, to conduct a field investigation to obtain data and conducted semi-structured interviews and questionnaires on tourists, managers, and landscape design professionals to obtain the interpretation and feelings of IP visual image in leisure agricultural landscape design from different groups of people.

Study Area

“Chang'an Tang Village” is a historical and cultural theme scenic spot in Xi'an, Shaanxi Province, China, in Chang'an District, Xi'an, as shown in Figure 1. The project is between the ancient Chang'an and Zhongnan Mountains, the Qinling Mountains and the Miao Miao River. It is located on the longitudinal Tang cultural axis north and south of Xi'an, echoing the Daming Palace Ruins Park, the Big Wild Goose Pagoda, and the Lanyue Pavilion, as shown in Figure 2. The scenic spot is based on Chang'an City in the Tang Dynasty, restoring the buildings, streets, courtyards, and other landscapes, providing tourists with a destination to travel through time and space and feel the ancient culture.

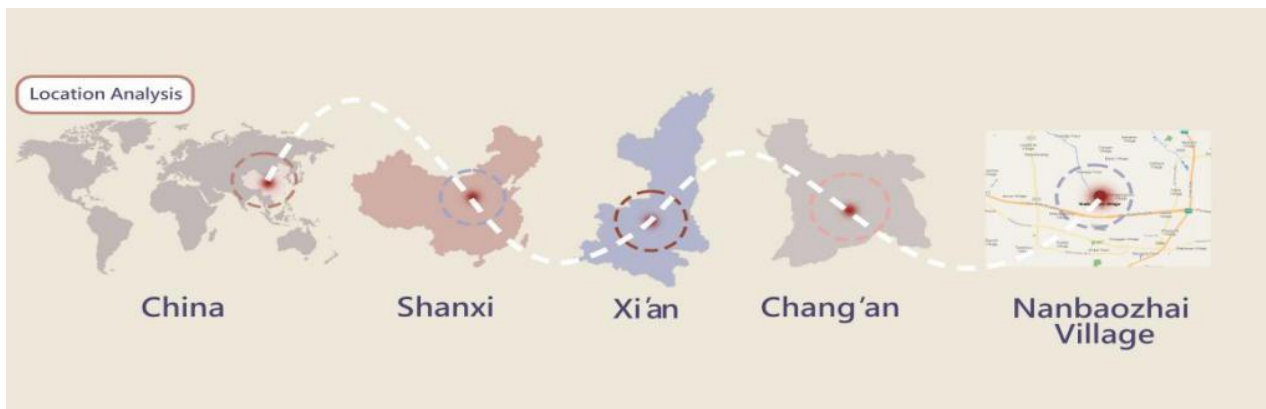


Figure 1: Location Analysis of the study area; *Source:* Author (2024)

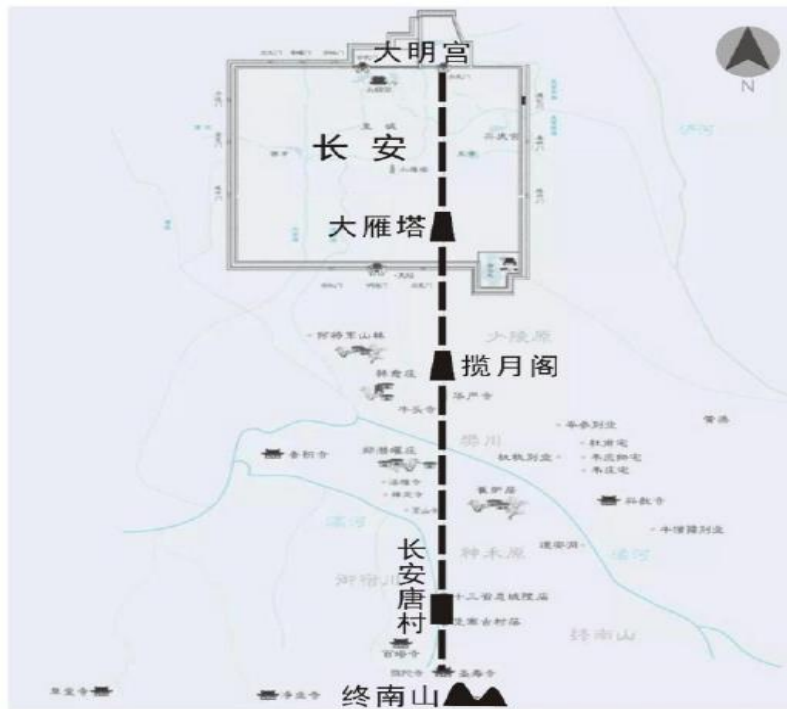


Figure 2 The current landscape status of Tang Village in Chang'an; *Note:* Redrawn by Zhang Zhou (2023)

The project plans a “3+4+N” industrial system, three leading industries and four core sectors and incubates N township innovation projects. Three leading industries: The cultural tourism industry with Zhongnan culture as the IP background. The second is the agricultural, cultural, and creative industries dominated by the spirit of Liu Qing. Third, with the inheritance of agricultural civilisation as the core, the agricultural expo industry has completed the creation of Xi’an Agricultural Expo Park, Baozhai Pastoral and Tang Poetry Pastoral.

In addition, “Chang’an Tang Village” mainly shows the charm of agricultural culture and art in the Tang Dynasty; with its unique theme and historical and cultural reproduction, it is committed to reviving this land again, seeing the mountains, seeing the water, and retaining the beautiful original intention of nostalgia, becoming a spiritual and humanistic highland that inherits Chinese culture, and becoming a world-class rural tourism destination. It has attracted many tourists and has become one of Xi’an’s most important tourist attractions. At the same time, scenic spots also play an essential role in protecting and inheriting Chinese history and culture and promoting traditional culture.



Figure 3 The current situation of the landscape of Tang Village in Chang ‘an; **Source:** Author (2023)

Research Design

Through literature collection, field investigation, and questionnaire survey, this study analyses the project’s natural environment and cultural resources, analyses the landscape design of the “Chang’an Tang Village”, and explores the content of its landscape design and regional culture by taking photos.

As a tourist attraction with historical and cultural heritage, the landscape design of “Chang’an Tang Village” is essential to enhance the experience and attractiveness of tourists. In the design process, it is necessary to strengthen the design of its landscape elements, such as natural elements, regional cultural elements, agricultural resources elements and artificial landscape elements, as shown in Figure 4 below.

Among them, regional culture is the soul of leisure agricultural landscape planning and design, and it is the central part that reflects the difference between leisure agricultural landscape and other types of landscape. The design process must be based on the rural natural landscape resources and cultural landscape resources, extract the regional cultural content contained therein, and then design the corresponding recreation projects on this basis to strengthen the regional IP attributes.

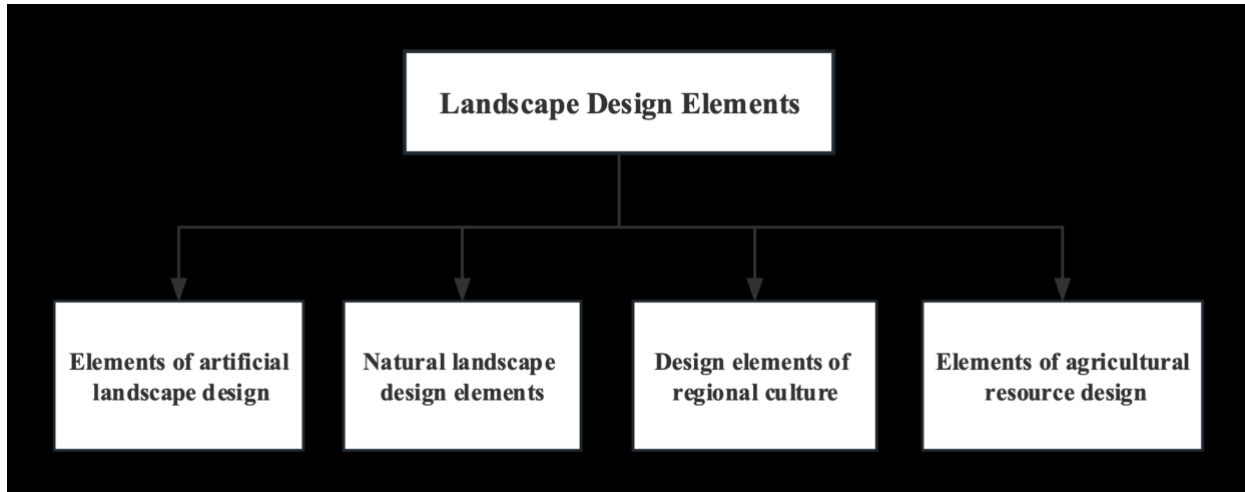


Figure 4 Elements of regional cultural landscape design; *Source:* Author (2023)

Field research

This study examines the landscape layout, road planning, and scenic spot setting of “Chang’an Tang Village”. In the design process, “Chang’an Tang Village” fully uses the unique local natural environment, topography and landform resources for landscape planning and reasonably follows the design elements of regional culture to highlight its regional characteristics. As shown in Figure 5, the use of high and low terrain and landforms in the process of design, the use of planting dwarf shrubs to synthesise natural slope protection, the presentation effect can be integrated into the regional characteristics, and at the same time, in the process of landscaping, many soils will not be broken, destroying the unique topography of Tang Village. At the same time, as shown in Figure 5, it uses its unique regional cultural elements to create natural landscapes and cultural landscapes with value, promote and protect historical sites, and restore them based on not destroying the original appearance of the monuments so that local farmers and tourists can learn and Xi tours, such as Yaowang Temple and Sansheng Palace.



Figure 5 Aerial view of Tang Village in Chang'an; *Note:* The picture comes from <https://www.baidu.com>

The park has many ancient Tang Dynasty architecture and cultural displays, and visitors can enjoy the Tang Dynasty customs, ancient culture, and architectural art. The park also has beautiful landscapes, including natural scenery such as gardens, lakes, small bridges and flowing water, giving people a sense of tranquillity and elegance. In addition, the park will also hold some costume performances, traditional handicraft displays and other activities to allow visitors to understand better and experience the culture of the Tang Dynasty.



Figure 6 The current situation of the landscape of Tang Village in Chang'an; *Source:* Author (2023)

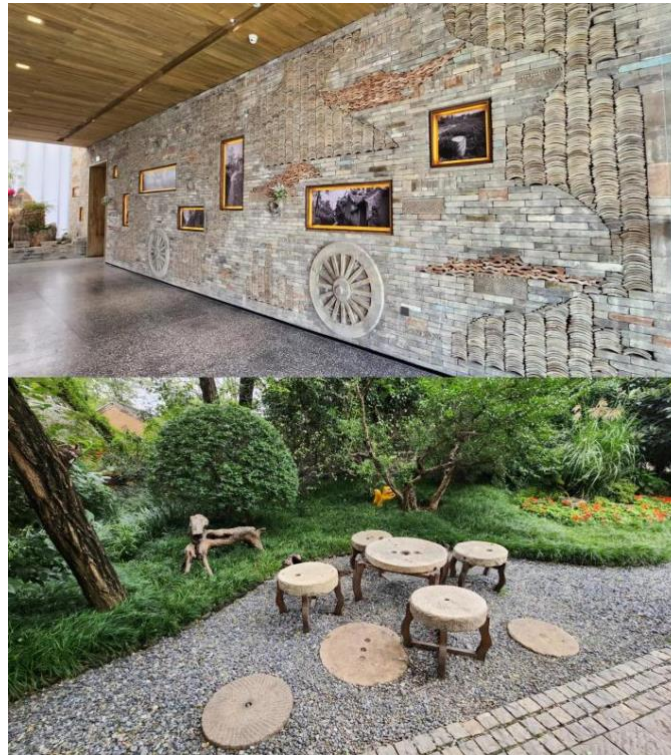










Figure 7 The current situation of the landscape of Tang Village in Chang'an; *Source:* Author (2023)

“Chang’an Tang Village” is surrounded by mountains on one side and water on three sides and is in the Shenhe Plateau, where the land is relatively barren. At that time, the main tools used by the villagers to maintain production and life were agricultural carts, flat poles, buckets, and other utensils. Through field investigations, the IP visual image designs related to leisure agriculture in the park were collected and sorted out, as shown in Table 1. The study found that in the park’s landscape design, most of the IP visual image designs show the characteristics of local materials. From the landscape signs to the original landscape on the roadside, there are evident traces of time, highlighting the regional culture of “Chang’an Tang Village”, and the agricultural vehicles, flat shoulders, and buckets have also transitioned from the stage of production tools to the stage of cultural value. At the same time, the re-flow of agricultural artefacts is also in line with the positioning of “Chang’an Tang Village”, which has specific theoretical and practical significance for the application and promotion of leisure agriculture and cultural knowledge attributes (IP) in landscape design and development.

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 Utensils	 

Source: Author (2023)

Regarding spatial layout, the connectivity between the attractions is good, and the tour route is clear, so visitors can smoothly explore the entire Tang Village without feeling lost or crowded. The vegetation planting not only continues the historical context of the ancient trees but also has the flowerbeds, which increases the beauty and ornamental value of the scenic spots, and the large area of lawn campsites also adds new highlights and characteristics to the scenic spots, making the scenic spots more diversified and comprehensive. Of course, there are some shortcomings in the park. The “Chang’an Tang Village” scenic spot lacks some cultural IP interactive and experiential elements, the park’s number of guides and signs is small, and most roads lack indicative signs on both sides. The diverse tour experience in the park needs to be more prosperous.



Figure 8 The current situation of landscape sketches in Chang'an Tang Village; *Source:* Author (2023)

Questionnaires

Questionnaires are a standard research method for collecting data and opinions by providing respondents with a series of standardised questions to gather their subjective views, attitudes, behaviours, and experiences. This study focuses on the evaluation system of IP visual images in leisure agricultural landscapes. Through a questionnaire survey, it collects the public's opinions and evaluations on IP visual images in landscape design in leisure agricultural landscapes. The questionnaire covers many aspects such as landscape fit, creativity, visual guidance, innovation and uniqueness, historical and cultural IP, etc., and investigates the participants' subjective perception of IP visual image.

The survey can be conducted through an online survey platform, and a paper questionnaire will be distributed in the field to collect the opinions and suggestions of many participants. By analysing and integrating these data, the evaluation results and recommendations for applying IP visual images in leisure agricultural landscapes can be obtained, providing reference and improvement directions for future landscape design.

Semi-structured interviews

In this qualitative study, semi-structured interviews are also a great source of data collection and a primary method for qualitative research. This interview includes residents and visitors to the relevant study area. Among them, the number of interviews with tourists is higher than that of the other three groups so that different opinions can be expressed from the perspective of the experience and the observer. Through interviews on the application of IP visual images in the

landscape design of “Chang’an Tangcun” park, and then the interview records were verified, the necessity, rationality, and standardisation of the application of IP visual images in the landscape of leisure agriculture were investigated.

Findings




This survey report is mainly aimed at people in three directions. The first is to engage in the industry of landscape designers, product designers, visual communication designers, and other professionals; the second is to be a landscape manager of leisure agriculture; and the third is to visit the “Chang’an Tang Village” tourists. The total number of respondents who participated in the survey was 65, and multiple-choice questions, multiple-choice questions and short-answer questions were set up to ask questions which were authentic and effective, which contributed to the scientific and professional evaluation of the sample and enabled readers to evaluate the applicability of the survey results.

Designer’s perspective

Most of the respondents in this survey have bachelor’s, master’s, doctoral degrees, etc. The respondents are engaged in the industry of landscape designers, product designers, visual communication designers and other professionals, which is conducive to the scientific and professional evaluation of the sample and enables readers to evaluate the applicability of the survey results.

According to the analysis of the questionnaire results, as shown in Table 2, 90.77% of the respondents believe that the application of IP visual image in the leisure agricultural landscape of Tangcun can attract more tourists to visit and consume and enhance tourists’ perception and impression of scenic spots. 80% of the respondents believe that using IP visual identity in the leisure agricultural landscape of Tangcun can help enhance brand image and awareness. At the same time, the respondents provided information and concepts about what they thought was relevant to the IP image design, such as the design considered the natural environment and cultural characteristics of Tang Village, the use of local symbols, colours, and local landscapes as iconic representations helps to understand and enhance its potential economic value and popularity.

Table 2 Whether tourists are willing 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 2, 49% of the respondents believe that the cultural background, interests, and preferences of tourists need to be considered in the design process and the information that is most consistent with the IP image design, which can help determine the target audience, enhance the tourists' perception and impression of the scenic spots, and strengthen the emotional connection and interaction with Tang Village.

Table 3 Whether the IP visual image applied in Tang Village enhances the tourists' perception

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

Note. Data were obtained from questionnaires.

Respondents believe that it is necessary to consider the characteristics and cultural background of Tang Village and highlight the atmosphere and characteristics of Tang Village's leisure agricultural landscape to ensure that the IP visual image is in harmony with the overall style and atmosphere of Tang Village's leisure agricultural landscape, which is conducive to cultural education and information transmission to visitors.

Leisure agricultural attractions usually appeal to families and children, and IP image design can increase the appeal to children. Young adults, especially young couples or groups of friends, may be looking for leisure activities while enjoying relaxation and interaction, and an attractive IP image can add to the venue's entertainment. Schools and educational groups may plan outdoor educational activities, and IP image design can appeal to educational activities while conveying educational information about agriculture and nature. Supporters of environmental protection and social responsibility: Some people are interested in environmental and social responsibility. IP

image design can be combined with sustainable agriculture practices to appeal to this target audience.

Manager's perspective

This interview with managers is a new interview angle. They have a deeper understanding and knowledge of IP visual image and believe that IP image is the sole carrier of leisure agriculture for leisure agriculture, giving leisure agriculture more spiritual meaning and cultural connotation. The IP image can symbolise and emotionalise the overall cognition of Tangcun and strengthen the emotional link between the audience and Tangcun. At the same time, the visual image of the IP can play a significant role in the publicity and recognition of Tangcun. Through the interview, it was learned that the following points need to be paid attention to in the implementation process:

Visibility

According to the feedback from the managers, it is believed that the design of the IP visual image has improved the visibility and competitiveness of the leisure agricultural landscape in Tangcun. As far as they know, more than half of the tourists are interested in Tang Village from the IP image, and according to detailed data analysis, this is indeed the case. Some of the managers cited cases of the application of IP visual identity in the leisure landscape of Tangcun when listening to speeches in other venues, which were listed and illustrated by the host, indicating the impact and visibility of the project.

Transfer of Information

The design of the IP visual image in the leisure landscape of Tangcun conveys the beauty of Tangcun's cultural heritage, the state of leisure and entertainment, and the rhyme of traditional folk customs, and the message conveyed is mainly through the modern expression of traditional culture to arouse people's confidence in traditional Chinese culture. At the same time, it shows the charm of Tang Village. The managers believe that the project's target group has been successful, that it can be well connected with the popularity and attention of the people, and that it can successfully achieve a harmonious relationship with the target audience.



Figure 9 Cultural buildings in Tang Village, Chang'an; **Source:** Author (2023)

Expansion and collaboration

In this project, the managers have expanded through various forms, such as the secondary packaging of traditional food or the re-presentation of the traditional Qinhu opera stage, and at the same time, in terms of IP visual image, the main body is used to display dolls, mascots, cards, emojis, dynamic special effects, film and television images on different occasions, and the expansion of these IP images has been loved by the majority of tourists.

At the same time, the long-term operation of a project is inseparable from media media or other partners. At the same time, the managers have cooperated with external organisations of supplier partners, such as holding relevant exhibitions and holding some competitions and other activities with some associations regularly to improve the intensity of product promotion and have made good progress. Tangcun Scenic Area has also joined the works of other partners, and at the same time, it is also sold in our tourist attractions to achieve profit sharing and win-win cooperation.

In terms of economic benefits, Tangcun may promote the development of the local economy through the development of leisure agricultural tourism. Introducing a well-known and attractive IP image can help increase the flow of tourists, promote the development of related industrial chains, and promote sustainable tourism. The project may be to better market and attract more tourists, increasing customer stickiness and loyalty. Introducing IP images can allow the cultural and creative industries to create more economic benefits by developing IP-related derivative products, such as souvenirs and handicrafts.

Visitor perspective

From the perspective of tourists, the introduction of IP visual images into the landscape design of leisure agriculture in Tangcun will help create a unique, rich, and exciting tourism experience, and 83.09% of tourists are willing to recommend Tangcun to the people around them, as shown in Table 4. However, it can be seen from the semi-structured interview data obtained from the current questionnaire on “the aspects of the IP visual image in ‘Chang’an Tang Village’ that do not meet the expected ideals” that the respondents have new views on the current landscape design of the “Chang’an Tang Village” park. As shown in Table 4, 11 respondents considered the sustainability considerations of the park in landscape design, including water management, energy efficiency, and ecosystem protection, to be substandard, and the overall evaluation of the park needs to be revised.

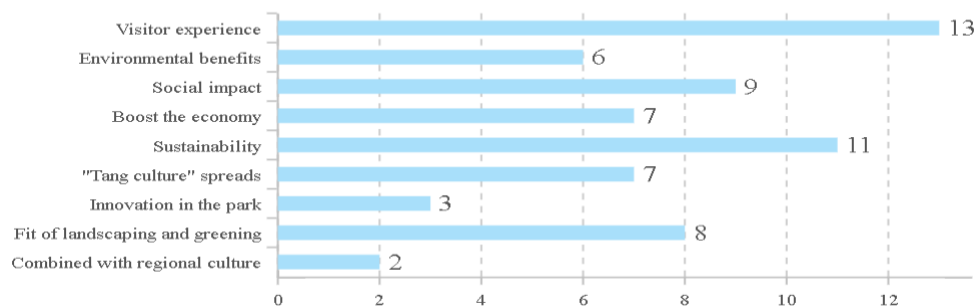
Table 4: Would you recommend the Tang Village Leisure Agricultural Landscape to others?

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.

The aspect of the IP visual image in "Chang'an Tang Village" did not meet the expected ideals

Unit: person



Note. Data were obtained from questionnaires.

Figure 10 Aspects of “Chang’an Tang Village” did not meet IP visual design expectations.

Secondly, some respondents believe that the park also needs to consider the characteristics of Tang Village and the background of “Tang culture” and highlight the atmosphere and characteristics of Tang Village’s leisure agricultural landscape. As a scenic spot with the theme of “Tang Culture”, the IP visual image of “Chang’an Tang Village” is relatively conventional and ordinary, lacking innovative and unique elements, which cannot leave a deep impression. The theme of “Tang Culture” is not clear enough, which cannot highlight the theme attributes of the scenic spot and convey an unclear message to tourists.

An excellent historical and cultural IP visual system must be harmonious with its overall style and atmosphere, conducive to cultural education and information transmission to visitors. The public’s awareness of “Chang’an Tang Village” is still relatively low, and tourists have a vague impression of it, which fails to convey the brand information of the scenic spot.

Discussion

After the above research methods and data, it is concluded that the IP visual image of “Chang’an Tangcun” has not reached the expected ideal level regarding lack of distinctive personalised characteristics, lack of clear expression of cultural themes, low public awareness and insufficient brand promotion. The park’s design needs interactive and experiential elements affecting visitors’ participation and retention time, such as interactive exhibitions and performances. In terms of guidance and signs, tourists will have some trouble finding the directions during the tour, and it is necessary to strengthen the guide and sign system, increase signs, road signs and other signs, and design more apparent guide manuals to guide tourists to visit each scenic spot smoothly. Interactive exhibition halls and experiential performance areas can be added to the attractions to allow visitors to understand better and participate in the culture of the Tang Dynasty. Finally, interactive and experiential elements can be added, creating a diversified tour experience, introducing activities such as Tang Dynasty clothing rental and handicraft production, and providing experience projects related to the Tang Dynasty.

Therefore, “Chang’an Tangcun” needs to make more significant efforts in the design and publicity of IP visual image, pay attention to differentiated, innovative and integrated design, strengthen the marketing and promotion of IP visual image, and improve the recognition and popularity and long-term reputation of Chang’an Tangcun’s IP image. At the same time, considering the future sustainability of Chang’an Tang Village, including how to maintain its attractiveness to visitors in the long term, the park’s innovation is vital to respond to changing market needs and new competitors. Finally, from the analysis of the research data obtained in this study, the following evaluation system for IP visual images in leisure agricultural landscapes is obtained, as shown in Table 5.

Table 5 Evaluation system of IP visual image application in leisure agricultural landscape

Index	Main content
Regional cultural uniqueness	The regional landscape is unique and distinguishable from the rest, allowing visitors to deepen their memories.

The fit of the landscape	The theme, atmosphere and cultural background of the leisure agricultural landscape are in line with each other, which can enhance the sense of integrity and harmony of the landscape.
Creative	It can attract the attention of tourists and increase the interest and attractiveness of the landscape.
Transmissibility	It is communicable, can be disseminated and promoted through various channels, and improves the visibility and reputation of the landscape.
Sustainability	Sustainable, able to be used and renewed over time, evolving and improving over time.
Economic benefits	It can bring economic benefits to the leisure agricultural landscape, such as increasing the number of tourists and increasing ticket revenue.
Social benefits	It can promote the inheritance of local culture and increase farmers' income.
Human and environmental benefits	It can bring environmental benefits to the leisure agricultural landscape, such as protecting the ecological environment and promoting the concept of sustainable development.
User experience	It can provide a good user experience, such as easy navigation for tourists, comfortable rest areas, etc.
Feedback from reviews	Whether it can be improved and perfected according to the opinions and suggestions of tourists.

Conclusion and Recommendation

At the beginning of the design, the “Chang’an Tang Village” scenic spot was designed to build a leisure space close to the natural environment and social interaction. At present, the flow of tourists and consumption is growing, and at the same time, it is necessary to promote the “Tang culture” to increase the attractiveness of the scenic spot, and it is also necessary to enhance the comprehensive development of the park.

Enhance IP image.

Through the application of the IP visual image evaluation system, the leisure agricultural landscape can be associated with well-known IP brands to enhance the brand image and popularity of the scenic spot. This helps to attract the attention and interest of more tourists and increase the competitiveness of the scenic spot.

Increase uniqueness and differentiation.

The IP visual image evaluation system can help the scenic design team create unique and differentiated landscape elements. By assessing aspects such as how well landscape design elements fit into the IP’s visual identity, how expressive it is, and how innovative it is, you can ensure that the design responds to the IP brand identity and stands out in the marketplace.

Enhance the visitor experience.

Applying the IP visual image evaluation system can meet the expectations and preferences of tourists for IP elements as much as possible. By evaluating the relevance, recognizability, and attractiveness of landscape elements in a scenic area to the IP visual identity, it is possible to create an eye-catching landscape design that aligns with the IP brand, improving the visitor experience and satisfaction.

Enhance the value of cooperation with IP image.

The application of the IP visual image evaluation system can provide a reference and communication basis for the cooperation between leisure agricultural, scenic spots and IP brands. Evaluating the degree and quality of IP visual images in scenic spots can enhance the cooperation opportunities between scenic spots and IP brands and further promote the development of cooperation between both parties.

In summary, the evaluation system applied by IP visual image in the leisure agricultural landscape has important application significance in enhancing brand image, increasing uniqueness and differentiation, improving tourist experience, and enhancing the value of cooperation with IP brands. Through the application of this evaluation system, in the future, we can make full use of the advantages of IP visual image in landscape design to create an attractive landscape design that echoes it, enhances the attractiveness and competitiveness of scenic spots, enhances tourists' cultural cognition and emotional identity, and enjoy a rich and colourful tourism experience.

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