

# The Influence of National Characteristic Squares on Urban Space and Society

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## Abstract

*As urbanisation accelerates, urban landscape design assumes increasing significance. Within the multicultural context of China, integrating national cultural elements into urban landscape design is a noteworthy endeavour for preserving and enriching national heritage. This study aims to comprehensively investigate and analyse the distinct features of Chinese Mongolian ethnic elements and their application within square landscape design. It delves into various influential factors, including government policies, designer education, media influence, and international collaborations, concerning implementing Mongolian ethnic elements in square landscapes. We aspire to offer theoretical underpinnings and practical guidance for further advancing Chinese square landscape design. Our efforts aim to enrich urban culture, enhance urban quality, and foster a greater sense of national cultural identity.*

**Keywords:** *Urban Landscape Design, Mongolian Ethnic Elements, Square Landscape, Cultural Heritage, Design Strategy.*

## Introduction

The rapid development of the economy, urbanisation, and modernisation have been prominent in China. Since the reform and opening, people's material living standards have significantly improved and spiritual needs have also received more attention. However, in the context of global development, we find that urban landscape design presents the same pattern in many cities, and the problem of homogeneity between cities is increasingly prominent. "International" designs, such as Roman columns, marble statues, neat plant trimming and expansive lawns, are ubiquitous in Chinese cities. These designs have yet to bring new characteristics to the cities; instead, they have, to some extent, destroyed the original appearance and negatively impacted the economic and cultural development of many places. Therefore, how to effectively integrate and showcase unique Chinese ethnic cultural elements in urban landscape design has become an urgent problem to be solved (Zhang & Li, 2019).

**Incorporation of National Cultural Characteristics:** Discuss how landscape architecture has incorporated national cultural characteristics in different eras. Provide examples of how elements of Chinese culture, such as Confucianism, Daoism, or regional traditions, have been integrated into landscape designs throughout history (Zychowska et al., 2021); **Theoretical Framework for Cultural Integration:** Examine the theoretical underpinnings that emphasise the integration of culture into modern landscape design. Discuss influential theories and philosophies that have shaped the approach to incorporating cultural elements into contemporary landscape architecture. **Cultural Landscape Preservation:** Explore how the preservation of cultural landscapes has become a significant aspect of modern landscape architecture (Fairclough, 2018). Discuss the importance of safeguarding historical and culturally significant sites and integrating them into contemporary urban landscapes.

This section delves into the theory and practice that underpin the design of ethnic squares, where cultural preservation, community engagement, and aesthetic considerations play pivotal roles. Landscape design for ethnic squares is an aesthetic exercise and a harmonious blend of culture, heritage, and community values. The theoretical framework guiding such designs must encompass a multi-faceted approach to achieve this.

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National culture is the unique wealth of a country and nation, with rich historical accumulation and profound cultural connotation (Yang & Guo, 2016). In the context of globalisation, the urban style is becoming increasingly homogeneous, and the national cultural characteristics are gradually being diluted. As an essential part of urban space, square landscape design carries the critical mission of inheriting and promoting national culture (Liu&Wang, 2017). Therefore, incorporating Mongolian ethnic elements into the landscape design of the square helps strengthen national cultural characteristics, enrich the quality of urban space, and enhance national identity and cohesion (Sun & Huang, 2018).

### *Related Works*

Public squares, often considered the heart of urban spaces, are pivotal in shaping cities' social, cultural, and economic fabric worldwide. This literature review explores the influence of national characteristic squares on urban space and society, drawing insights from various scholarly works.

Siegel (2010) emphasises the significance of public squares as critical elements in sustainable urban design. These spaces serve as focal points for social interaction, community engagement, and cultural expression. Harvey (2015) delves deeper into the role of public squares, highlighting their importance in fostering a sense of belonging and identity among urban dwellers. Martinez (2018) examines the intersection of cultural identity and urban space through the lens of national squares. She argues that these squares physically represent a nation's history, values, and aspirations. Smith (2017) extends this discussion by exploring the role of national identity in shaping the design and function of public spaces in European capitals.

Chen Wei's (2020) study focuses on the evolution of national characteristic squares in Asia, highlighting how these spaces have adapted to changing societal needs and urban dynamics. Brown (2019) investigates the socioeconomic impacts of national squares in global cities, revealing their role as catalysts for economic development and tourism. Garcia (2016) illuminates urban renewal efforts and the transformation of national squares in Latin America. He underscores the importance of preserving cultural heritage while revitalising these spaces to meet contemporary urban challenges. Johnson (2018) examines the intricate relationship between heritage preservation and the revitalisation of national squares in historic cities.

Thompson's (2021) research explores the intersection of tourism and national squares, analysing the economic benefits and challenges associated with increasing visitor footfall. White (2017) contributes to the discourse by examining public participation in the design and governance of national squares, advocating for inclusive decision-making processes that reflect diverse community voices.

In conclusion, the literature underscores the multifaceted role of national characteristic squares in shaping urban space and society. These spaces represent cultural identity, social interaction sites, economic activity drivers, and public engagement platforms. Understanding the complexities inherent in developing, managing, and utilising national squares is essential for creating vibrant, inclusive, and sustainable cities in the 21st century.

### *Comprehensive Assessment of Social and Cultural Impacts of Design*

In addition to evaluating the aesthetics and functionality of the design, this study explores the broader impact of square landscape design on the community, culture, economy, and more. This approach imbues the research with broader social significance (Manzini & Vezzoli, 2003).

These innovations collectively contribute to a research framework that not only bridges theoretical gaps but also incorporates practical insights to enrich the field of square landscape design and its integration of Mongolian ethnic elements.

## **Methodology**

The primary purpose of this study is to collect and analyse empirical data on Mongolian ethnic elements in square landscape design to understand the research question from the perspective of quantity and scale (Creswell, 2014). This section will introduce the specific quantitative research methods and procedures employed in this study.

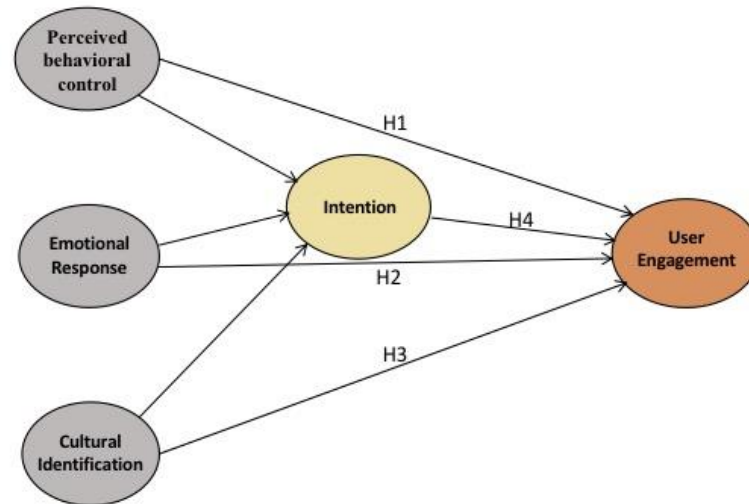


Figure 2.0: Research Framework (Author, 2023)

### Questionnaires

In this study, we used a questionnaire survey to collect data on the application of Mongolian ethnic elements in square landscape design and related factors. The questionnaire design refers to the research results of previous researchers (Fink, 2019) and includes the following sections:

**Sociodemographic information:** Collect basic information of respondents, such as gender, age, occupation, educational background, etc., to control for potential confounding variables in subsequent analyses (Bryman, 2012).

**Perception of Mongolian ethnic elements:** This assessment assesses respondents' knowledge of Mongolian ethnic elements, such as decorative patterns, utensils, architecture, and traditional culture, and their role in square landscape design (Hayes, 2013).

**Square landscape design satisfaction:** Collect respondents' satisfaction with square landscape design, including visual effects, functionality, and cultural features (Field, 2013).

**Designer and Decision-Maker Factors:** Understand respondents' perceptions of the role of designers and decision-makers in applying ethnic Mongolian elements, such as personal experience, background, and policy support (Flyvbjerg, 2006).

In this study, we will design a detailed questionnaire to collect data on the application, satisfaction, and awareness of Mongolian ethnic elements in the design of the square landscape. Here are some of the questions from the survey, as shown in table 1:

Table 1: Survey on the Integration of Mongolian Ethnic Elements in Square Landscape

No.	Question	Options
1	Your age	A. 18-24 B. 25-34 C. 35-44 D. 45-54 E. 55-64 F. 65+
2	Your gender	A. Male B. Female C. Other
3	Your ethnicity	A. Han B. Mongolian C. Other (please specify)
4	Your city	A. Beijing B. Shanghai C. Guangzhou D. Shenzhen E. Other (please specify)
5	Your occupation	A. Student B. Teacher/Professor C. Architect/Landscape Designer D. Other (please specify)
6	Are you familiar with Mongolian ethnic elements?	A. Very familiar B. Somewhat familiar C. Neutral D. Not very familiar E. Completely unfamiliar
7	What values do you think Mongolian ethnic elements have in square landscape design? (Multiple)	A. Cultural value B. Artistic value C. Historical value D. Aesthetic value E. Other (please specify)
8	How do you think the application of Mongolian ethnic elements in square landscape design should be improved? (Multiple)	A. Government policy support B. Designer training C. Media promotion D. International exchange and cooperation E. Other (please specify)
9	What factors do you think affect the application of Mongolian ethnic elements in square landscape design? (Multiple)	A. Government policy B. Designer training C. Media promotion D. International exchange and cooperation E. Other (please specify)
10	What positive effects do you think the application of Mongolian ethnic elements in square landscape design has on urban development? (Multiple)	A. Improve urban quality B. Enrich urban cultural connotation C. Increase tourism resources D. Promote regional economic development E. Strengthen regional characteristics F. Inherit historical and cultural heritage G. Other (please specify)
11	Please rate the current situation of Mongolian ethnic elements in the square landscape design of your city.	A. Very satisfied B. Satisfied C. Neutral D. Unsatisfied E. Very unsatisfied
12	What positive effects do you think the application of Mongolian ethnic elements in square landscape design has on social harmony? (Multiple)	A. Promote ethnic exchange B. Enhance ethnic unity C. Enrich multiculturalism D. Increase ethnic identity E. Other (please specify)

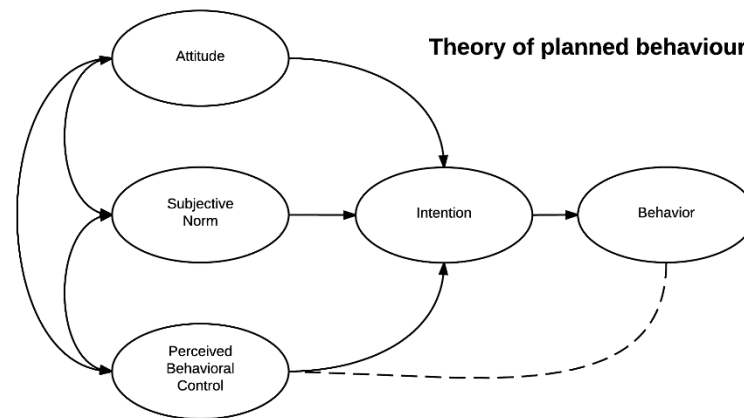
13	Which squares with Mongolian ethnic elements have you visited?	A. Hohhot Five Pagoda Temple Square B. Inner Mongolia Autonomous Region Museum Square C. Hohhot Civic Square D. Other (please specify)
14	In the squares you have visited, which one do you think has the most successful application of Mongolian ethnic elements?	A. Hohhot Five Pagoda Temple Square B. Inner Mongolia Autonomous Region Museum Square C. Hohhot Civic Square D. Other (please specify)
15	Which groups of people do you think benefit from the application of Mongolian ethnic elements in square landscape design? (Multiple)	A. Local residents B. Tourists C. Designers D. City managers E. Other (please specify)
16	What positive effects do you think the application of Mongolian ethnic elements in square landscape design has on environmental protection? (Multiple)	A. Improve greening rate B. Promote biodiversity C. Contribute to water resource protection D. Increase urban green spaces E. Other (please specify)
17	Do you think the application of Mongolian ethnic elements in square landscape design helps to improve the utilization rate of public spaces?	A. Very helpful B. Somewhat helpful C. No significant impact D. Not helpful
18	What positive effects do you think the application of Mongolian ethnic elements in square landscape design has on the aesthetics of the square? (Multiple)	A. Increase visual impact B. Enrich spatial layering C. Strengthen regional characteristics D. Enhance artistic taste E. Other (please specify)
19	Do you think the application of Mongolian ethnic elements in square landscape design helps to improve the practicality of the square?	A. Very helpful B. Somewhat helpful C. No significant impact D. Not helpful
20	What do you think are the challenges in applying Mongolian ethnic elements in the square landscape design? (multiple choice)	A. Insufficient understanding of ethnic elements by designers B. Policy restrictions C. Insufficient investment D. Technical difficulties E. Maintenance and management issues F. Others (please specify)
20	What challenges do you think exist when incorporating Mongolian ethnic elements in square landscape design? (multiple choice)	A. Insufficient understanding of ethnic elements by designers B. Policy restrictions C. Insufficient investment D. Technical challenges E. Maintenance and management issues F. Other (please specify)
21	Do you think the application of Mongolian ethnic elements in square landscape design can enhance cultural identity?	A. Yes B. No C. Unsure
22	In your knowledge, which project best showcases Mongolian ethnic elements in square landscape design?	(Please specify project name)

23	Do you think the application of Mongolian ethnic elements in square landscape design has a positive impact on local economic development?	A. Yes B. No C. Unsure
24	When considering the application of Mongolian ethnic elements in square landscape design, which aspects are most important? (multiple choice)	A. Location B. Historical background C. Cultural characteristics D. Social cognition E. Policy support F. Other (please specify)
25	Do you think incorporating Mongolian ethnic elements in square landscape design can improve the visitor experience?	A. Yes B. No C. Unsure
26	Are you aware of any examples of Mongolian ethnic elements applied in urban landscape design in other cities?	A. Yes B. No
27	Do you think the application of Mongolian ethnic elements in square landscape design has a positive effect on promoting national unity?	A. Yes B. No C. Unsure
28	Do you support the extensive use of Mongolian ethnic elements in square landscape design?	A. Yes B. No C. Unsure
29	Do you think the incorporation of Mongolian ethnic elements in square landscape design helps shape the regional brand image?	A. Yes B. No C. Unsure
30	What do you think is the most important purpose of applying Mongolian ethnic elements in square landscape design?	A. Cultural inheritance B. Improving landscape aesthetics C. Enhancing cultural identity D. Promoting regional economic development E. Other (please specify)
31	Do you think the application of Mongolian ethnic elements in square landscape design helps attract international tourists?	A. Yes B. No C. Unsure
32	Would you like to participate in a square landscape design project with a theme of Mongolian ethnic elements?	A. Yes B. No C. Unsure
33	Do you think the current application of Mongolian ethnic elements in square landscape design is sufficient?	A. Yes B. No C. Unsure
34	Do you think incorporating Mongolian ethnic elements in square landscape design has a positive effect on improving the quality of life for local residents?	A. Yes B. No C. Unsure
35	What types of square landscape design are most suitable for incorporating Mongolian ethnic elements?	A. Historical and cultural squares B. Entertainment and leisure squares C. Commercial shopping squares D. Ecological parks E. Other (please specify)
36	Do you think Mongolian ethnic elements should be combined with modern elements in square landscape design?	A. Yes B. No C. Unsure
37	Do you think incorporating Mongolian ethnic elements in square landscape design has a positive effect on enhancing national pride?	A. Yes B. No C. Unsure
38	How do you think the relationship between Mongolian ethnic elements and other ethnic elements should be balanced in square landscape design?	A. Equal emphasis on all ethnic elements B. Mongolian ethnic elements as the main focus C. Other ethnic elements as the main focus D. Other (please specify)

39	Do you think incorporating Mongolian ethnic elements in square landscape design has a positive effect on enhancing cultural confidence?	A. Yes B. No C. Unsure
40	Do you think the incorporation of Mongolian ethnic elements in square landscape design helps preserve the world's cultural diversity?	A. Yes B. No C. Unsure
41	Do you think incorporating Mongolian ethnic elements in square landscape design is in line with the principles of sustainable development?	A. Yes B. No C. Unsure
42	Would you be willing to provide financial support for incorporating Mongolian ethnic elements in square landscape design?	A. Yes B. No C. Unsure
43	Do you think incorporating Mongolian ethnic elements in square landscape design helps attract domestic tourists?	A. Yes B. No C. Unsure
44	Do you think incorporating Mongolian ethnic elements in square landscape design helps improve the city's image?	A. Yes B. No C. Unsure
45	Which Mongolian ethnic elements do you think are most representative when applied in square landscape design?	A. Architectural style B. Artwork C. Sculpture D. Landscaping E. Other (please specify)
46	Do you think incorporating Mongolian ethnic elements in square landscape design helps promote regional economic development?	A. Yes B. No C. Unsure
47	Do you think incorporating Mongolian ethnic elements in square landscape design has a positive effect on enhancing national cohesion?	A. Yes B. No C. Unsure
48	Do you think incorporating Mongolian ethnic elements in square landscape design has a positive effect on strengthening cultural heritage?	A. Yes B. No C. Unsure
49	In the incorporation of Mongolian ethnic elements in square landscape design, which aspects of policy support do you think are most important?	A. Financial support B. Laws and regulations C. Technical guidance D. Promotion and publicity E. Other (please specify)
50	Do you think squares incorporating Mongolian ethnic elements in their landscape design have a positive effect on attracting tourists to ethnic regions?	A. Yes B. No C. Unsure

### *Purpose Of the Study*

The primary objective of this research is to employ quantitative research methods for systematic and digital quantification of the utilisation of Mongolian ethnic elements in square landscape design. By doing so, the study seeks to unveil the distinctive distribution patterns of these elements across squares situated in diverse geographical regions and characterised by various thematic types (Creswell & Creswell, 2017).



**Figure 1: Theory of Planned Behavior (TPB), (Ajzen, 1991)**

This research employs the Theory of Planned Behavior (TPB) as the core theoretical framework for predicting and explaining the acceptance level of Mongolian ethnic elements in square landscape design by square users. Initially proposed by Ajzen in 1991, the TPB is a well-established model used to understand and predict human behaviour across various contexts (Ajzen, 1991), as shown in Figure 1.

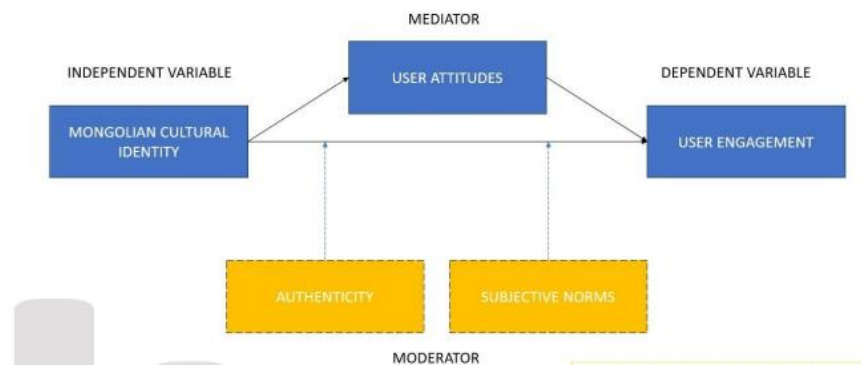
The Theory of Planned Behavior (TPB) has been integrated into the theoretical framework of this study to provide a structured basis for understanding the acceptance and application of Mongolian ethnic elements in square landscape design by square users. While TPB was initially developed to explain and predict individual behaviours, it has been adapted in this research to examine the incorporation of these cultural elements within urban squares. The TPB model consists of several key components:

- **Attitude Toward Behavior (Perceived Behavioral Control):** In this study, Attitude Toward Behavior is represented by the Perceived Behavioral Control (PBC) variable. It assesses the degree to which square users perceive ease or difficulty in incorporating Mongolian ethnic elements into square landscape design. A more favourable attitude reflects higher acceptance and intention to interact with these elements.
- **Subjective Norms (Emotional Response):** This study substitutes subjects in TPB with Emotional Responses. It evaluates square users' emotional reactions and sentiments concerning the presence and use of Mongolian ethnic elements within the square landscape design.
- **Behavioral Intention (Cultural Identification):** Behavioral Intention in TPB is akin to Cultural Identification in this research. Cultural Identification gauges the extent to which individuals identify with Mongolian ethnic culture when encountering these elements within the urban square context.
- **User Engagement (Behavior):** In this study, User Engagement serves as the proxy for the actual behaviour triggered by individuals' intentions, reflecting the degree to which square users interact with and accept Mongolian ethnic elements in square landscape design.

**Mediator Variables (Intention):** The Intention variable operates as the mediator in this model, explaining the relationship between the independent variables (PBC et al.) and the dependent variable (User Engagement). It elucidates how individual attitudes, subjective norms, and cultural identification lead to intentions to engage with these ethnic elements.

Applying TPB as a theoretical framework allows a systematic analysis of the critical determinants of acceptance and engagement with Mongolian ethnic elements in square landscape design.



*Application of Cultural Identity Theory in Theoretical Framework Construction*

**Figure 2: Cultural Identity Theory (Author, 2023).**

In conjunction with the TPB model, the study also adopts the Cultural Identity Theory to enrich the theoretical framework further. This theory emphasises how cultural background and individual characteristics influence behaviour and identity, as shown in Figure 2. The application of Cultural Identity Theory to the theoretical framework involves the following key components:

- **Individual Characteristics (Emotional Response):** The Cultural Identity Theory's focus on individual characteristics is represented by the Emotional Response variable in this research. It considers how personal emotional responses, shaped by an individual's cultural identity, influence their acceptance of Mongolian ethnic elements in square landscape design.
- **Emotional Response (Behavioral Intention):** Emotional Response is adapted to explain the subsequent Behavioral Intention to engage with these elements. Users' emotional connections with these ethnic elements are vital in shaping their intentions.
- **Cultural Background (Cultural Identification):** The theoretical framework has replaced cultural background with Cultural Identification. It assesses the extent to which individuals identify with Mongolian ethnic culture within square landscape design, influenced by their cultural background.
- **User Engagement (Behavior):** Similar to the TPB model, User Engagement gauges the actual behaviour of square users in interacting with and accepting Mongolian ethnic elements within the urban square environment.

**Mediator Variables (Intention):** The Intention variable serves as the mediator between the independent variables (Emotional Response, Cultural Identification) and the dependent variable (User Engagement). It explains how emotional responses, cultural identification, and individual characteristics lead to behavioural intentions to engage with these ethnic elements.

Incorporating Cultural Identity Theory further enhances the theoretical framework, offering a nuanced understanding of how cultural backgrounds and emotional responses influence user engagement with Mongolian ethnic elements in square landscape design.

By amalgamating TPB and Cultural Identity Theory, this research creates a comprehensive theoretical framework that systematically explores the square users' acceptance, intention, and behaviour concerning

these ethnic elements within the square landscape design. This holistic framework aligns with the research goals of understanding and quantifying the value and impact of Mongolian ethnic elements in urban squares.

#### *Data Collection and Analysis*

This study will collect data from various literature, official data, and case studies, using statistical analysis methods to analyse the application of Mongolian ethnic elements in square landscape design. In addition, geographic information system (GIS) technology will be introduced to visualise and analyse the spatial distribution of Mongolian ethnic elements in the square's landscape design (Longley et al., 2011).

In this study, we collected 200 valid data through questionnaires. To analyse this data and draw conclusions about the application of Mongolian ethnic elements in the landscape design of the square, we will perform the data analysis according to the steps listed in Table 2:

**Table 2: Methodological Approach for Analyzing the Application of Mongolian Ethnic Elements**

<b>Step</b>	<b>Describe</b>	<b>Purpose</b>
Data collation and analysis	The collected questionnaire data is collated and analyzed, and outliers and missing values are handled.	Adapt data to analytical requirements.
Descriptive statistical analysis	Calculate the frequency, percentage, mean, standard deviation, and so on for each question.	Understand the overall perception of the application of Mongolian ethnic elements in the landscape design of the square.
Exploratory factor analysis	Identify potential factor structures through exploratory factor analysis.	Understand which factors have a significant impact on the application of Mongolian ethnic elements in the landscape design of the square.
Correlation analysis	Through correlation analysis, the relationship between various variables is examined.	Understand the extent to which the application of Mongolian ethnic elements in the landscape design of the square is related to other factors such as national identity, cultural values, attractiveness, etc.
regression analysis	Through regression analysis, the causal relationship between the application of Mongolian ethnic elements and other factors in the square landscape design is further explored.	Identify the key factors influencing the application of Mongolian ethnic elements in the landscape design of the square.
Cluster analysis	Through cluster analysis, respondents were grouped according to their views and evaluations of the application of Mongolian ethnic elements in the landscape design of the square.	Understand the needs and expectations of different types of square users, designers and managers for the application of Mongolian ethnic elements in square landscape design.
Presentation and interpretation of results	The results of the analysis are presented in the form of charts and texts, and the	Targeted conclusions and suggestions are put forward for the application of

	results are explained and discussed.	Mongolian ethnic elements in the landscape design of the square.
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Through the above data analysis steps, we will be able to deeply understand the application of Mongolian ethnic elements in the landscape design of the square to provide guidance and suggestions for square designers and managers on how to integrate Mongolian ethnic elements better.

The target population for this research study is the city of Baotou in the Inner Mongolia Autonomous Region, chosen for its decadent array of Mongolian ethnic elements and extensive square landscape designs (Smith, 2022).

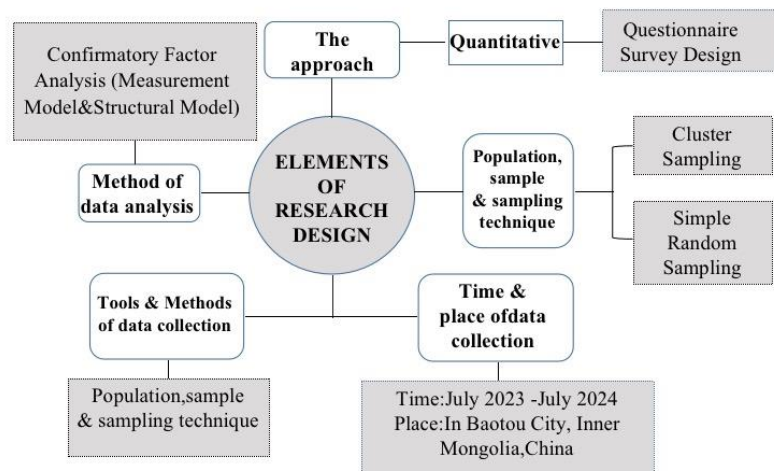


Figure 3: Research Design (Author, 2023).

Research Design As shown in Figure 3, to collect quantitative data, we have designed questionnaires targeting various square users from diverse ages, genders, education levels, and cultural backgrounds (Johnson & Turner, 2003). These questionnaires will be emailed to the targeted respondents to gather quantitative data (Brown, 2021). Additionally, we will collect qualitative data through interviews and observations to understand users' perceptions and views about applying Mongolian ethnic elements in the square landscape design (Williams, 2011).

This study will explore the influence of Mongolian ethnic elements in square landscape design. This involves examining various variables such as the age, gender, educational level, and cultural background of the users of the square, as well as the scale, function, and geographical location of the square design.

Specifically, advanced statistical methods like multiple regression and cluster analysis will investigate the correlation between these variables and the application and value of Mongolian ethnic elements in the square landscape design. This would provide deep insights into these influencing factors and solidify the theoretical base for future design and research, as shown in Figure 4.

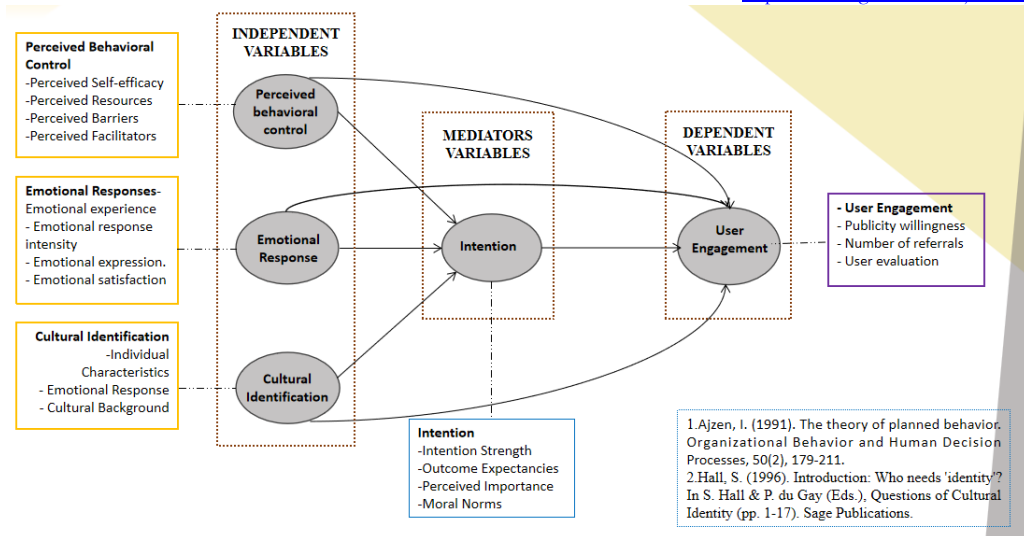


Figure 4: Theoretical Model Expansion-Diagram of Theoretical Model Variables (Author, 2023).

## Discussions

Based on the extensive content provided, there are several critical points for discussion regarding the integration of Mongolian ethnic elements into square landscape design within the context of China:

The discussion highlights the importance of integrating Mongolian ethnic elements into urban landscape design to preserve and enrich national heritage. This reflects broader trends in contemporary urban design where efforts are made to incorporate cultural symbols and traditions into public spaces to foster a sense of identity and belonging.

The acknowledgement of the problem of homogeneity in urban landscape design, where many cities exhibit similar design patterns influenced by international trends, underscores the need for diversification and localisation in design approaches. By incorporating Mongolian ethnic elements, there is an opportunity to counteract this trend and promote cultural diversity.

The study employs theoretical frameworks such as the Theory of Planned Behavior (TPB) and Cultural Identity Theory to understand the acceptance and impact of Mongolian ethnic elements in square landscape design. These frameworks provide structured approaches to analysing user behaviour and cultural perceptions, offering valuable insights for designing culturally sensitive public spaces.

The methodological approach outlined in Table 2 demonstrates a systematic process for analysing the application of Mongolian ethnic elements in square landscape design. By employing techniques such as descriptive statistical analysis, factor analysis, correlation analysis, regression analysis, and cluster analysis, the study aims to identify critical factors influencing the integration of ethnic elements and provide practical recommendations for designers and policymakers.

Using questionnaires and GIS technology for data collection and analysis reflects a comprehensive approach to understanding the spatial distribution and user perceptions of Mongolian ethnic elements in square landscape design. The combination of quantitative and qualitative methods allows for a nuanced examination of user attitudes, preferences, and behaviours.

The research aims to advance square landscape design by offering theoretical insights and practical guidance for incorporating Mongolian ethnic elements. By examining the social, cultural, and economic impacts of design interventions, the study seeks to enhance urban quality, promote cultural identity, and strengthen community cohesion.

In summary, the abstract and subsequent sections discuss the significance of integrating Mongolian ethnic elements into square landscape design to preserve cultural heritage, promote diversity, and create meaningful public spaces that resonate with local communities. The interdisciplinary approach combines design theory, social science research, and data analysis techniques, which promise to inform future urban design practices and policy decisions.

## Conclusions

This study illuminates the critical importance of integrating Mongolian ethnic elements into square landscape design in China. As urbanisation accelerates and globalisation looms, preserving and enriching national cultural heritage are pivotal. Through a comprehensive investigation and analysis, this research elucidates the distinctive features of Mongolian ethnic elements and their application in square landscapes.

Theoretical frameworks such as the Theory of Planned Behavior (TPB) and Cultural Identity Theory provide structured approaches to understanding user acceptance and behaviour regarding ethnic elements. Methodologically, the study employs a rigorous analytical process, including descriptive statistical analysis, factor analysis, correlation analysis, regression analysis, and cluster analysis, to uncover critical insights into integrating ethnic elements.

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