

# Research on Park Landscape Design Strategy Based on Urban Cultural Brand -- A Case Study of Xinyang City

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## Abstract

*This paper aims to explore the strategy of park landscape design based on urban cultural brand, taking Xinyang City of China as an example to conduct in-depth research. First, the paper analyzes the historical and cultural background, regional characteristics and the importance of Xinyang city brand construction. Through combing the unique natural resources and cultural landscape of Xinyang, it is proposed that the park landscape design should fully integrate the local cultural elements to enhance the cultural identity of the city. Secondly, the paper discusses the core strategy of park landscape design, mainly including the implantation of cultural symbols, and displaying Xinyang's cultural characteristics through landmark buildings and art installations; The protection and promotion of ecological environment, combined with the local natural landscape, to create a harmonious ecological space; The design method of community participation encourages residents to participate in the planning and construction of the park to enhance the sense of community belonging. Finally, through the case analysis, it shows how successful park landscape design can enhance the cultural brand of the city, promote the development of tourism and improve the quality of life of citizens. The research results show that park landscape design based on urban cultural brand can not only enrich the cultural connotation of the city, but also provide new impetus for the sustainable development of the city.*

**Keywords:** *Urban Cultural Brand; Park Landscape Design; Design Strategy; Xinyang City; Local Characteristics.*

## Introduction

With the acceleration of urbanization, the construction of urban cultural brand has increasingly become an important factor to enhance urban competitiveness. As an important part of urban public space, park is not only a place for citizens to relax, entertain and socialize, but also an important carrier to display urban cultural image and promote ecological sustainable development. How to shape and strengthen the urban cultural brand through park landscape design has become an urgent issue in the field of urban planning and design.

Xinyang City, located in the south of China's Henan Province, is famous for its rich natural resources and long history and culture. As a city with profound cultural heritage, Xinyang faces both opportunities and challenges in the construction of city brand. How to integrate Xinyang's unique cultural elements into the park landscape design can not only enhance the city's cultural identity, but also provide citizens with a better living environment. Therefore, park landscape design based on urban cultural brand is particularly important.

The purpose of this study is to explore how Xinyang City embodies its unique urban cultural brand through park landscape design strategy. Specifically, this paper will analyze Xinyang's cultural background, natural features and key factors that should be considered in the park landscape design, propose corresponding design strategies, and demonstrate through practical cases. Through this study, we hope to provide beneficial design ideas and practical reference for Xinyang and other cities, and promote the inheritance and innovation of urban culture.

This paper will provide systematic theoretical support and practical guidance for park landscape design based on urban cultural brand.

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### *Research Background*

As an important part of urban public space, park plays an important role in connecting nature and humanity, and is an important platform to show the cultural connotation and ecological value of the city.

Xinyang City, as a famous cultural city with a long history in China, has rich natural resources and unique cultural landscape, and has a good urban cultural foundation. However, in the process of rapid urbanization, Xinyang is faced with such problems as weak cultural identity, shortage of public space and pressure of ecological environment. Therefore, how to integrate local culture into park landscape design and enhance the influence of urban cultural brand has become an urgent issue for Xinyang city development.

### *Research Significance*

Through the park landscape design, the combination of Xinyang's unique historical culture and natural landscape will help to enhance the city's cultural brand image and enhance the citizens' cultural identity and sense of belonging. Reasonable park landscape design can not only improve the quality of the ecological environment of the city, can provide support for the sustainable development of the city, to promote the harmonious coexistence of man and nature. Park as an important public leisure space, through the design with local cultural characteristics, can provide citizens with more abundant leisure and entertainment options, improve the quality of life. By analyzing the case of Xinyang, this study explore the park landscape design strategy based on urban cultural brand, to other cities in the aspect of culture brand construction and public space design to provide the beneficial reference and experience for reference.

## **Literature Review**

### *Theoretical research on urban cultural brands*

The concept of urban cultural brand originates from the field of marketing, especially brand management theory. Kotler and Gertner (2007) propose that the success of a city brand depends on the uniqueness, attractiveness and sustainability of the city. In recent years, with the rise of cultural industry, scholars begin to pay attention to the multi-dimensional connotation of urban cultural brands. Hankinson (2004) pointed out that urban cultural brand is not only the driving force of economic growth, but also an important carrier of residents' identity. The construction of urban cultural brand includes the mining of cultural elements, the shaping of brand image and the dissemination of many links.

### *The development of park landscape design*

As an important branch of urban planning and landscape design, park landscape design has experienced the evolution from functionality to artistry, and then to ecology and culture. At the beginning of the 20th century, parks were seen primarily as urban green Spaces, emphasizing their recreational and recreational functions (Olmsted, 2015). With the development of society, the design concept gradually turned to ecological protection and sustainable development, emphasizing the harmonious coexistence of man and nature (McHarg, 1969). In the 21st century, park landscape design began to pay attention to the expression of cultural connotation, and integrated local culture, history and art into public space through design to enhance the cultural brand of the city (Tuan, 1977).

### *The relationship between park landscape design and urban cultural brand*

There is a close interaction between park landscape design and urban cultural brand. As an important embodiment of the city's cultural brand, park conveys the unique cultural connotation of the city through spatial layout, landscape elements and cultural activities. Research has shown that successful park landscape

design can enhance a city's cultural identity and attractiveness ( Carmona et al., 2021 ). For example, many cities enhance the cultural atmosphere of parks by incorporating local art installations, historical sites and cultural activities to attract visitors and residents (Gehl, 2013). Gehl, J. (2013). *Cities for people*. Island press. In addition, the shaping of urban cultural brand also provides rich cultural resources and design inspiration for park landscape design. Through the study of local history, folklore and art, designers can create park Spaces with profound cultural connotations and promote the cultural inheritance and innovation of the city (Lynch, 1960). In this process, citizen participation and community co-creation are also considered to be an important way to enhance park culture ( Cresswell, 2006 ).

#### *Research status and development trend*

At present, the research on urban cultural brand and park landscape design is increasing at home and abroad, and theory and practice are constantly combined. Domestic scholars such as Cui Senhao (2024) and Lu Kaili (2022) both discussed urban park design from the perspective of regional culture. Li Yanjun (2017) discussed the research on the planning and design of urban sports parks from the perspective of regional cultural characteristics. Foreign researcher Kotler, P., & Gertner, D. (2007) pointed out that “Country as brand, product, and beyond: A place marketing and brand management perspective.” The study also explores the construction of city brands and their impact on the economy and culture. Carmona, M., Heath, T., Oc, T., & Tiesdell, S. (2021) discussed the multi-dimensionality of public space in urban design, including cultural significance.

However, there are relatively few in-depth studies on specific urban cases, especially in terms of how to effectively integrate local culture into park landscape design, which still needs further exploration. Future research can focus on the following aspects: 1) In-depth analysis of the specific application of local culture in park landscape design; 2) Explore how park space promotes the dissemination and identity of urban cultural brands; 3) To study the impact of citizen participation on the enhancement of cultural value of park landscape.

To sum up, the relationship between urban cultural brand and park landscape design is close and complex. Through the in-depth study of urban cultural brand, combined with the practice of park landscape design, it can provide beneficial theoretical support and practical guidance for Xinyang city and other cities, and promote the inheritance and development of urban culture. In this context, park landscape design based on urban cultural brand will become an important direction of future urban planning and design.

#### *Xinyang City cultural brand*

##### *Historical and cultural background of Xinyang City*

Xinyang City is located in the south of Henan Province, with a superior geographical position and a long history. As one of the birthplaces of "Chu culture", Xinyang has been an important political, economic and cultural center in history. Not only is the city rich in historical sites such as ancient city walls, temples and former residences of celebrities, it is also known for its unique tea culture and is home to Xinyang Maojian, one of China's famous green tea producing areas. These historical and cultural elements provide a solid foundation for the construction of Xinyang city's cultural brand.

##### *Regional characteristics and cultural elements*

Xinyang geographical features are rich in variety, mainly embodied in the following aspects: natural resources: Xinyang is rich in the natural landscape, such as mountains, rivers, and forests, the ecological environment is superior. The natural beauty and biodiversity of the Dabie Mountains add ecological value to the city's cultural brand. Xinyang tea culture has a long history, tea culture: tea plantations all over, tea art performances and tea culture is rich and colorful. Tea culture is not only an important economic pillar of Xinyang, but also an important part of its cultural brand, attracting tourists. Traditional folk: Xinyang colorful folk culture, including local opera, folk art, traditional festivals, etc. These cultural activities not

only enrich the cultural life of the citizens but also inject vitality into the cultural brand of the city. Historical sites: Xinyang has many historical sites and cultural attractions, such as the activation of the site, the xinyang museum, Yangshan Forest Park, etc., showing the historical depth and the culture of the city.

### 3.3. Current situation of Xinyang cultural brand

At present, the construction of Xinyang city cultural brand is gradually advancing. The municipal government has actively shaped the image of the city by holding various cultural activities, festivals and tea culture promotion activities. For example, the Xinyang Tea Culture Festival, which is held every year, attracts many tourists and tea merchants, raising the popularity of Xinyang across the country. However, Xinyang City still faces some challenges in the construction of cultural brand, such as lack of cultural identity and insufficient publicity. Therefore, how to effectively integrate local cultural elements into urban space, especially park landscape design, has become the key to promote urban cultural brand.

#### *The combination of cultural brand and park landscape design*

Based on Xinyang's cultural background and regional characteristics, park landscape design can be combined with the city's cultural brand in the following ways: 1) Implantation of cultural symbols: cultural symbols with local characteristics are integrated into the park design, such as tea culture theme area, restoration of historical and cultural sites, etc., to enhance the cultural atmosphere and attraction of the park. 2) Integration of ecology and culture: Make use of Xinyang's rich natural resources, design eco-friendly park space, combine local cultural activities, such as tea garden experience, folk performance, etc., to enhance the cultural experience value of the park. 3) Community participation and co-creation: Encourage citizens to participate in the planning and design of the park, and enhance residents' sense of belonging and cultural identity to the park through cultural activities, art exhibitions and other forms. 4) Brand communication and promotion: Through the park as a display platform for cultural brands, cultural festivals, art exhibitions and other activities will be held regularly to enhance Xinyang's cultural brand image and attract more tourists and investment.

#### *The advantages and challenges of Xinyang cultural brand*

##### *The advantages of cultural brands*

As a famous historical and cultural city, Xinyang has many historical sites and cultural resources, such as ancient city walls, temples and former residences of celebrities. These historical and cultural heritages provide a solid foundation for the cultural brand building of the city. Second, Xinyang is a famous green tea producing area in China, especially for Xinyang Maojian tea. This unique tea culture not only promotes economic development, but also becomes an important symbol of Xinyang cultural brand, attracting a large number of tourists and tea traders. Third, The folk culture of Xinyang City is rich and colorful, including local opera, traditional festivals and folk art. These vivid forms of cultural expression enhance the cultural vitality and attractiveness of the city, and promote the cultural identity of the citizens. Fourth, Xinyang City is rich in natural landscapes and ecological resources, such as Dabie mountains, rivers and forests. These natural resources add ecological value to the city's cultural brand and complement the construction of cultural brand. Last, As the government attaches great importance to the cultural industry, Xinyang City has received policy support in the construction of a cultural brand, and actively promotes and promotes the city's image through cultural activities, festivals and other ways.

##### *The challenge of cultural brand*

Although Xinyang has rich cultural resources, some citizens still lack a sense of identity and participation in local culture, resulting in limited recognition and influence of cultural brands. Compared with other well-known cities, Xinyang's efforts in cultural brand publicity and promotion are insufficient, resulting in a relatively low visibility of its cultural image nationwide. Although Xinyang's cultural resources are rich, there are still deficiencies in integration and utilization, lack of systematism and integrity, which limits the effect of cultural brand construction. In some cultural activities and brand promotion, the lack of innovative

thinking and forms has led to a decline in the attractiveness of cultural activities and it is difficult to attract more tourists and participants. With the acceleration of the urbanization process, how to protect the ecological environment and cultural heritage while developing the economy has become a major challenge for Xinyang cultural brand construction.

Xinyang City has the advantages of rich historical and cultural deposits, unique tea culture and diverse folk culture in the construction of cultural brand. However, challenges such as insufficient cultural identity, insufficient publicity and insufficient resource integration need to be solved. To enhance the influence of Xinyang's cultural brand, we should pay attention to the integration and innovation of cultural resources in the future, enhance citizens' sense of identity for cultural brands, and enhance Xinyang's popularity and attractiveness across the country through effective publicity and promotion strategies. At the same time, balancing the development of ecology and culture and promoting sustainable urban development has become an important direction of Xinyang cultural brand construction.

#### *The importance of park landscape design*

##### *Status and function analysis of Xinyang Park*

The number of parks in Xinyang City has gradually increased, providing citizens with diversified leisure and entertainment Spaces. However, there are still some problems in the quantity and quality of parks in Xinyang at this stage. First, the design of some parks lacks characteristics and fails to fully reflect local culture, resulting in insufficient enthusiasm for the use of the public. Secondly, the functional diversity of parks is insufficient, many parks are still mainly green Spaces and leisure places, lack of cultural activities, art display and other functions, and fail to give full play to the multiple functions of parks. On the function analysis, xinyang park mainly undertakes the basic function such as leisure, entertainment and social, but in the cultural heritage, education, and the function of the ecological protection has not been fully. Therefore, park landscape design needs to be comprehensively evaluated and improved in order to better meet the needs of citizens and enhance the image of the city.

##### *The role of park landscape in carrying and inheriting urban culture*

Park landscape design is not only a means to beautify the environment, but also an important carrier of urban culture. Xinyang's rich historical and cultural resources provide rich materials for the design of the park. By integrating local cultural elements into the park, such as Xinyang tea culture, folk art, etc., the cultural atmosphere of the park can be enhanced and citizens' cultural identity can be enhanced.

As a public space, parks can spread and inherit local culture through cultural activities and exhibitions. For example, regular tea culture festivals, folk performances and other activities not only enrich the cultural connotation of the park, but also provide opportunities for citizens to participate in cultural activities. The bearing and inheritance of this culture will help to enhance the citizens' identity and pride of Xinyang culture, thus promoting the construction of urban cultural brand.

##### *The impact of park landscape design on citizens' quality of life*

The impact of park landscape design on citizens' quality of life is obvious. First, a quality park environment can provide a good leisure space and promote the physical and mental health of the public. Studies have shown that exposure to natural environments can reduce stress and improve mental health, and parks, as "green lungs" in cities, can provide places for citizens to relax and relax. Second, the park is an important part in public social and interactive. Through reasonable landscape layout and design, the park can promote communication and interaction between people and enhance community cohesion. At the same time, the cultural activities and recreational facilities in the park also provide citizens with a rich life experience and improve the quality of life. Finally, the park landscape design will also be able to improve the urban environment, improve the overall image and appeal of the city. A well-designed, culturally rich park not only attracts citizens to play, but also attracts tourists and promotes the development of the local economy.

### *Park landscape design strategy based on urban cultural brand*

#### *The integration of cultural elements*

#### *The application of local cultural symbols in Xinyang*

In the park landscape design, fully excavating and applying Xinyang local cultural symbols is an important means to enhance cultural identity. Xinyang is rich in cultural resources, especially its unique tea culture, historical sites and folk art. Designers can be the design of these elements into the park, such as: tea culture theme areas: design special tea culture experience area, set up the tea art show with tea, tea garden landscape, strengthen citizen of intimate contact with nature. : historical and cultural landscape restoration in the park Xinyang historical and cultural sites, such as the ancient architectural style of the pavilion, sculpture, etc., showing the history of xinyang culture. Folk art device: the device by setting the local folk art or exhibition, encourage citizens to participate in and experience, enhance the cultural atmosphere of the park.

#### *Combination of traditional and modern culture*

Park landscape design should pay attention to the combination of traditional and modern culture to form distinct cultural characteristics. Through the introduction of modern design techniques, the park's fashion sense and appeal are enhanced, while retaining the essence of traditional culture. For example: modern art installation: the introduction of modern art in the park, and the combination of traditional culture elements, form contrast with collisions, attract more young people to participate in. Cultural events space: design of a multifunctional space, give attention to both traditional culture and modern art exhibition, to people of different ages to provide rich cultural experience.

#### *The innovation of design concept*

#### *Ecological and sustainable design*

In the design of park landscape, ecology and sustainability are the concepts that cannot be ignored. Design should pay attention to the protection of the ecological environment and rational utilization of resources, for example: natural vegetation retained: priority retains the native vegetation in the park, reduce the interference of artificial landscape, improve the ecological diversity. Rainwater collection and utilization, rainwater collection system is designed, use natural rainwater irrigation of green space, reduce the waste of water resources, realize sustainable development. Ecological trails and viewing platforms: set up the ecological trails and viewing platform, encourage citizens to be close to nature, at the same time reduce the disturbance to the ecological environment.

#### *Humanized and interactive design*

Park landscape design should be people-oriented, pay attention to humanization and interaction, and enhance the use experience of citizens. For example: design of area of parent-child interaction is a special parent-child activity area, set up the amusement facilities and natural to explore space, enhance the interaction and communication of the family. Leisure chairs and Shared space: set a comfortable leisure chair in the park and community Shared space, encourage people to gather, communication, enhance community cohesion. Dynamic landscape design: the introduction of variable landscape elements, such as movable seat, replaceable art installation, increase the flexibility of the park and interesting.

#### *Participatory design method*

#### *Models of community participation*

Encouraging community participation is an important strategy to enhance the effectiveness of park landscape design. To enhance the sense of belonging and participation of citizens through the establishment of community participation models. For example: design workshop: we regularly organize park design workshop, invited citizens to participate in discussions and design, put forward opinions and Suggestions, to ensure that the design conforms to the actual demand. Cultural activities planning, through community organizations planning cultural activities, enhance the use of residents to park, improve the cultural atmosphere of the park.

#### *Stakeholder collaboration mechanism*

Establish a stakeholder collaboration mechanism to promote the cooperation of all parties and jointly promote the implementation of park landscape design. Such as government, business and community cooperation, promote the cooperation between government, business and community, mix, construction and garden together. Stakeholders meeting: stakeholder meeting regularly, share project progress and achievements, timely adjust the design scheme, to ensure that the balance of the interests of all parties.

The park landscape design strategy based on urban cultural brand emphasizes the integration of cultural elements, the innovation of design concept and the application of participatory design method, which is of great significance to enhance the cultural brand image of Xinyang and improve the quality of life of citizens. Through the implementation of these strategies, the park landscape of Xinyang will be able to better serve the citizens and enhance the cultural connotation and attractiveness of the city.

#### *Xinyang Park landscape design case study*

##### *Xinyang Success Park case study*

##### *Design and implementation of Wenxin tea ecological sightseeing Garden*

Wenxin Tea Ecological Tourism Park is a successful park project that combines sightseeing and experience in Xinyang in recent years, aiming to enhance citizens' sense of cultural identity and participation by displaying local culture and history. The design process of the park mainly includes the following aspects: Theme positioning: The park takes "Xinyang tea culture" as the theme, combines the geographical advantages and cultural characteristics of Xinyang, sets up tea gardens, tea art performance areas and cultural exhibition centers, and creates a strong atmosphere of tea culture. Spatial layout: The park's spatial layout is reasonable, combining the cultural exhibition area, leisure area and activity area organically, and setting up a walking path, viewing platform and tea culture experience area to facilitate the flow and participation of tourists. Event planning: Regularly hold tea culture festival, handicraft exhibition and other activities to attract citizens and tourists to participate in, enhance the vitality and attractiveness of the park. At the same time, combined with community power, residents are encouraged to participate in the planning and organization of activities, which enhances the sense of belonging of citizens. Ecological design: In the design process, the park fully considers the protection of the ecological environment, retains the original natural vegetation, and uses the rainwater collection system for irrigation, reflecting the concept of sustainable design.

#### *Cultural elements of urban parks are integrated into design practice*

Aiming at the design of urban cultural theme park, in this year's graduation project, the author guided a student to carry out the landscape design of an urban cultural theme park. The park pays attention to the integration of cultural elements in the design and fully displays the local characteristics of Xinyang.



**Figure1:** The cultural wall of Xinyang culture is introduced

The main practices include the use of cultural symbols: At the entrance of the park, a group of sculptures themed with Xinyang's historical figures and cultural symbols are set up to enhance the cultural experience of visitors (Figure 1, 2). At the same time, there is an information wall in the park to introduce the key theme words of Xinyang city culture brand and enhance the cultural awareness of citizens (Figure 3). The facilities in the children's amusement park are also designed into the famous Xinyang stories and legends, so that children can understand the Xinyang city culture while having fun (Figure 4). There also have folk culture activity space, specially designed folk culture activity area in the park, regularly held local opera, folk art performances, etc., to enrich the cultural life of citizens. Through these activities, the park becomes a place of cultural exchange and promotes community cohesion. Multi-functional design: The park not only provides leisure space, but also sets fitness equipment and children's play facilities to meet the needs of citizens of different ages, making the park a multi-functional public space.



**Figure2:** Cultural sculpture (Xinyang famous historical story Sima Guang smashing jars)





Figure3: Xinyang cultural brand theme words display wall



Figure4: Children's play facilities design into the story of legend (late to mend)

## Successful cases at home and abroad

### *Successful park design in other cities in China*

In China, many cities have achieved remarkable results in park landscape design. For example, Hangzhou West Lake Cultural Scenic Spot: With West Lake as the core, through the combination of landscape design and cultural activities, a park integrating natural landscape and cultural experience is created. The West Lake enhances the cultural experience of tourists through the integration of cultural elements such as poetry, painting and calligraphy. Beijing Olympic Park: Through the combination of ecological design and cultural

display, a variety of sports facilities and cultural display areas have been set up to attract tourists. Regular sports and cultural events are held in the park to enhance citizens' sense of participation. These successful cases show that integrating local culture into park design, combining ecological and humane design concepts, can effectively enhance the attraction and cultural value of parks.

### *Experience of urban cultural parks abroad*

Foreign cities have also accumulated rich experience in park design, which is worth learning. Such as Central Park, a world famous urban park, attracts a large number of tourists through diverse landscape design and rich cultural activities. There are art exhibitions, concerts and other activities in the park to encourage public participation and enhance the cultural atmosphere of the community. Another case, PARC de la Villette, Paris, a dynamic public space is created through a combination of modern art installations and eco-design. There are not only green Spaces and playgrounds, but also cultural activity centers in the park, providing citizens with a rich cultural experience. These foreign successful cases emphasize the importance of parks in the construction of urban cultural brands, reflecting the organic combination of ecology, culture and community participation.

## **Implementation and evaluation of design strategy**

### **Implementation Strategy**

#### *Government policy and support*

The government plays a crucial role in the implementation of park landscape design. By formulating relevant policies and providing financial support, the smooth progress of park design can be effectively promoted. Specific measures include: Policies and regulations guarantee: the government should formulate policies and regulations to clarify the standards and requirements of park landscape design, and ensure that the design scheme meets the overall urban planning and ecological protection requirements. At the same time, it is necessary to strengthen the supervision of the park design process to ensure that the project is completed on time and on quality. Financial support and financial investment: the government can arrange special funds through the financial budget for the construction and maintenance of the park. In addition, it can also increase the source of funds by attracting social capital, corporate sponsorship and other ways to promote the implementation of park design. Inter-departmental cooperation mechanism: The government should establish an inter-departmental cooperation mechanism to promote communication and cooperation between urban planning, landscaping, cultural tourism and other departments to ensure the comprehensiveness and coordination of park design schemes.

#### *Social capital and resource integration*

The integration and utilization of social capital is another key factor in implementing park landscape design strategies. Through multi-party cooperation, the resource allocation efficiency of design can be effectively improved. Specific measures include: Community participation: community residents are encouraged to participate in park design and construction, and opinions and suggestions from residents are collected through public consultation meetings, design workshops and other forms to ensure that park design meets the actual needs and cultural characteristics of the community. Corporate partnerships: Establish partnerships with local businesses to explore park sponsorship and donation mechanisms. Enterprises can participate by sponsoring the construction of parks, providing material support and other ways, but also through brand publicity to enhance their own image. Non-governmental organization (NGO) participation: Professional ngos are attracted to participate in the design and management of the park, and their experience in organizing cultural activities and ecological protection is used to improve the management level and cultural connotation of the park.

## **Assessment Method**

### *Evaluation criteria for design effectiveness*

To evaluate the effect of park landscape design scientifically, a set of clear evaluation criteria should be formulated. Mainly includes the following aspects: ecological benefit evaluation: evaluation of the park in the aspects of ecological conservation and biodiversity, including vegetation cover, water quality, ecological stability index. Cultural value assessment: By analyzing the number and participation of cultural activities in the park, the use of cultural facilities, etc., evaluate the park's effectiveness in inheriting and displaying local culture. Utilization and functional evaluation: Collect park usage data, including daily visitor volume, facility utilization rate, etc., to evaluate the functionality and popularity of the park.

### *Social feedback and public satisfaction survey*

In addition to quantitative evaluation, social feedback and public satisfaction survey are also important evaluation methods. Specific measures include: Satisfaction questionnaire survey: Regularly carry out public satisfaction survey, collect public opinions and suggestions on park landscape design, understand their use experience and demand changes. Interviews and focus group discussions: Through interviews and focus group discussions with different groups (such as residents, tourists, community organizations, etc.), we can gain an in-depth understanding of their views and expectations of the park and obtain more detailed feedback. Social media and online platform feedback: the use of social media, online communities, such as platform, collect the public comments and Suggestions of park, adjust and improve the management and service of the park.

Effective implementation strategy and scientific evaluation method can ensure the successful implementation of park landscape design strategy based on urban cultural brand in Xinyang. The integration of government policy support and social capital, the scientific evaluation of design effect and the collection of social feedback are all important links to promote the continuous improvement of park landscape design. In the future, Xinyang should continue to explore and innovate in these aspects to enhance the cultural connotation of the park and the quality of life of citizens.

## **Conclusion and Prospect**

### *Research Summary*

This study focuses on the strategy of park landscape design based on urban cultural brand, and takes Xinyang City of China as an example to deeply discuss the necessity and feasibility of park landscape design. By analyzing Xinyang's rich historical and cultural background, regional characteristics and the functional status of existing parks, the important role of cultural elements in park design is emphasized. Xinyang's unique cultural resources, such as tea culture and folk art, provide rich materials and inspiration for park landscape design.

The research shows that park landscape design based on cultural brand can not only enhance the cultural identity of the city, but also improve the quality of life of citizens and promote ecological sustainable development. Successful design strategies should focus on the integration of cultural elements, the innovation of design concepts and the participation of communities to form a virtuous interaction and cycle, and promote the further improvement of Xinyang cultural brand.

### *Suggestions on landscape design of Xinyang Park*

Based on the research results, the following are some suggestions for the landscape design of Xinyang Park: First, it is necessary to dig deeper into the local culture of Xinyang, combine multiple elements such as historical sites and folk activities, and create unique cultural space to enhance the cultural identity of citizens. Second, Park design should give priority to ecological factors, adopt sustainable design concepts, maintain the natural ecological environment, and enhance the ecological value of the park. Third, the park should have diversified functions to meet the needs of citizens of different ages, such as the setting of sports areas, children's playgrounds, cultural activity Spaces, etc., to enhance the attraction and utilization of the park.

Fourth, organizing public consultation meetings, design workshops and other forms, encourage community residents to participate in the planning and design of the park, and enhance the sense of belonging and participation of residents. Last, establish a long-term management mechanism: After the completion of the park, an effective management and maintenance mechanism should be established to regularly evaluate the use of the park, and timely adjust and optimize the design and service.

#### *Future research direction and application*

Future research can be carried out in the following directions: First, Combining the perspectives of environmental science, sociology, cultural studies and other disciplines, the comprehensive impact of park landscape design on urban cultural brand construction is deeply discussed, to form a more comprehensive theoretical system. Second, establish a long-term evaluation mechanism for park landscape design, and regularly monitor the ecological benefits, cultural values and social feedback of the park, to timely adjust and improve the design strategy. Third, discuss how to introduce intelligent and digital technology into park design, such as using big data and Internet of Things technology to improve park management efficiency and citizen experience. Fourth, Study the impact of different forms of cultural activities on the function and use of parks, and explore how to enhance the attraction of parks and citizen participation through rich cultural activities. Last, In the context of globalization, the park landscape design strategy suitable for Xinyang is proposed by referring to successful park design cases abroad and combining with local conditions.

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