

Based on the Background of Rural Revitalization Catering Space Design

Ping Lu*

School of Design, Xi'an Technological University, Xi'an, Shaanxi, China

** Corresponding Author*

Abstract: Amid the dual drivers of rural revitalization strategies and consumption upgrades, tourism destination dining spaces – as vital cultural experience platforms – play a pivotal role in driving rural economic and cultural revitalization. This study examines Bailu Village in Shaanxi Province through a mixed-methods approach combining field research, questionnaire surveys, and case comparisons. The findings reveal that integrating local architectural features, culinary traditions, and folk activities into spatial designs significantly enhances visitor satisfaction while boosting local employment. A three-phase transformation model ("Cultural Element Extraction → Spatial Context Creation → Experience Value Generation") has been established, demonstrating that culturally experiential dining spaces not only meet growing consumer demands for cultural enrichment but also create a virtuous cycle of "cultural preservation → industrial upgrading → rural revitalization". This research provides theoretical foundations and practical pathways for upgrading dining spaces in rural tourism destinations, offering valuable insights for promoting integrated rural industrial development and cultural revitalization.

Keywords: Rural Revitalization; Catering Space; Cultural Inheritance; Tourism; Design

1. Introduction

With the ongoing advancement of economic globalization and rural revitalization, research and reflection on regional cultural connotations have been continuously deepening [1]. In this context, when designing regionally distinctive restaurants, it is essential not only to fully showcase local characteristics but also to thoughtfully extract design symbols from local customs, historical figures, and traditional

elements. Simultaneously, conflicts between regional cultures must be properly addressed [2]. This dual approach ensures both the complete preservation and development of regional cultural heritage and historical contexts while meeting aesthetic demands of diverse lifestyles, thereby highlighting regional uniqueness. By adopting this comprehensive strategy, homogenized spatial styles are avoided, ultimately creating modern dining spaces that perfectly blend tradition with fashion, harmonize nature with society, and mutually enhance regional culture with contemporary concepts. In this context, it is hoped that through a series of research to grasp the current cultural materials, we can have a correct understanding and ideas on the methods of traditional catering space renovation and renewal. Rural revitalization is an important part of China's strategic development, and it is related to China's national economy to some extent, so this topic has certain practical significance.

2. Background

2.1 Basic Information

Nestled on the Bailu Plain, Bailu Village in Baqiao District, Xi'an City, Shaanxi Province enjoys a unique geographical advantage with the Qinling Mountains to the south and the Ba River to the east. The village's strategic location offers excellent transportation access, while its proximity to multiple universities has significantly boosted economic development and created vibrant platforms for cultural dining activities. Featuring distinctive ecological landscapes like strawberry fields and cherry orchards, this dynamic community is committed to developing comfortable dining environments that not only support rural revitalization but also preserve traditional cultural treasures.

2.2 Significance Analysis

The catering industry serves as a vital

component of modern tourism. By integrating rural pastoral landscapes, local culinary traditions, and green agricultural cultivation with production management systems, a distinctive rural tourism catering ecosystem has been established [3]. As a key tourism province, Shaanxi's Bailu Plain region hosts multiple eco-parks. Analyzing the current status of tourism catering development through the lens of rural revitalization strategies, objectively evaluating its strengths and weaknesses while exploring optimization strategies will effectively enhance sustainable development momentum in rural revitalization efforts [4].

2.2.1 Theoretical significance

Food is a vital element of tourism. When traveling, savoring local specialties is not only essential but also the primary way to experience regional folk customs. Characteristic restaurants in rural tourism play a crucial role in exploring cultural heritage, preserving culinary traditions, and safeguarding unique craftsmanship. They not only boost rural economic development but also demonstrate multiple values such as promoting tourism consumption transformation and maintaining culinary cultural inheritance. As the birthplace of the indigenous culture of White Deer Plain, the distinctive "White Deer Spirit" combined with the diverse flavors of Guanzhong cuisine collectively endow the White Deer Plain with unique cultural essence. Local dietary customs, cooking traditions, and specialty dishes form the cultural foundation of the White Deer Plain, serving as vibrant carriers of its historical and cultural heritage [5].

2.2.2 Practicality

With the advancement of rural revitalization, poverty alleviation models are transitioning from "blood transfusion-style aid" to "capacity-building for self-sufficiency." Developing tourism destinations to boost industries and create jobs for local communities has become the central theme of modern rural revitalization. Urban residents now increasingly yearn for rural landscapes, making tourism resource development a vital pathway for rural revitalization. As an essential component of travel experiences, catering not only attracts tourists but also facilitates cultural exchange. Integrating specialty food brands into rural tourism can drive diversified local industries, create employment opportunities for the unemployed, and promote industrial upgrading while preserving rural culinary heritage [6].

Under the rural revitalization strategy, the development of rural tourism is unstoppable. As a key element in tourism development, the catering industry serves both as a catalyst for high-quality rural tourism growth and its developmental platform. Through collaboration with other sectors, the catering industry can fully leverage its multifaceted functions to power regional development [7].

3. Preliminary Design Research

3.1 Domestic Situation

The food and beverage industry currently faces multiple challenges, including inefficient spatial layouts and difficulties in meeting customer demands. With the diversification of consumer demographics—spanning from younger generations to senior citizens—, diners increasingly prioritize social interaction when selecting dining venues. Against the backdrop of continuously evolving consumption preferences, the catering environment requires more sophisticated facility configurations and higher service standards. To cater to the growing needs of younger consumers, the industry is evolving towards fast fashion, specialization, health-conscious trends, premiumization, and trendy aesthetics. To enhance appeal, restaurant operators are optimizing spatial layouts while providing humanized services, integrating specialty products with cultural creativity. This innovative strategy not only elevates consumer experiences but also creates commercial value while preserving local cultural heritage.

The White Deer Plain region has set up a cultural research center to explore and disseminate local culture, and a modern agricultural tourism park has been established to promote regional development, but there are still a series of urgent problems in the local catering industry.

3.2 Foreign Situation

Every nation possesses unique cultural DNA, distinctive characteristics, and developmental trajectories. Through decades of evolution, the global catering industry has built a robust research foundation and accumulated substantial practical experience, establishing a comprehensive theoretical framework. As the world's largest economy, the United States leverages its diverse consumer base to drive the sector toward scaled operations, rapid growth,

and vast potential. However, amid shifting consumer demands, the American food service industry now faces increasingly fierce market competition. Mirroring domestic trends, the sector confronts two core challenges: the rapid rise of online food delivery services that resonate strongly with modern consumers, and the ongoing pressure to adapt to personalized, differentiated, and diversified consumption patterns.

Europe pioneered the concept of themed restaurants as a groundbreaking business model in the last century. This innovative approach integrates local regional culture into culinary operations, with theoretical perspectives like "regional culture" and "cultural promotion" showing striking similarities to China's current rural revitalization strategy. Forward-thinking restaurant designers have successfully created distinctive cultural dining venues based on these theories, which gained widespread market recognition upon launch. Taking France's catering industry as an example, it has consistently maintained its innate romantic ambiance and elegant sophistication. This refined culinary culture has become a defining feature of French gastronomy, with numerous boutique restaurants serving as prime examples. For instance, "Little Curiosity Wine House" focuses on presenting authentic French regional flavors, preserving the essence of traditional French cuisine while skillfully incorporating characteristic elements from the Puglia region.

4. Design Process

4.1 Design Concept

Through artistic perspectives to drive rural revitalization, we are dedicated to restoring the natural and cultural essence of traditional villages under a people-oriented design philosophy. By creating integrated spaces that combine functionality, architecture, and aesthetics, we naturally incorporate local cultural elements into restaurant space designs and functional planning. This design approach enables customers to enjoy comfortable dining experiences, thereby enhancing the restaurant's appeal. Meanwhile, we tailor functional design solutions that meet diverse catering requirements according to modern lifestyle needs. Through optimized zoning layouts that satisfy varied demands, we maintain practicality while highlighting the cultural characteristics of the

venue [8].

4.2 Representation

To fully comprehend the cultural essence of White Deer Plain, it is crucial to delve into its folk traditions and historical development. By accurately understanding the dietary habits and lifestyle of residents in regions like Guanzhong, we can establish the distinctive White Deer culture as the design backdrop. This conceptual approach not only highlights the cultural essence of the region but also clarifies the design philosophy, achieving seamless integration of White Deer culture into both functional layouts and spatial aesthetics of the restaurant. This innovative approach allows diverse consumer groups to experience the unique charm of White Deer culture. By combining local residents' lifestyles with customized functional zones catering to varied needs, we fulfill personalized demands across different demographics. The fusion of traditional White Deer cultural elements with Shaanxi's signature cuisine enables consumers to appreciate the distinctive flavor of Guanzhong culture [9].

4.3 Implementation Method

This design masterfully blends cultural heritage preservation with innovative concepts. The interior primarily utilizes lightweight cement materials, complemented by warm-toned lighting that creates a refined ambiance. Thoughtfully arranged greenery not only enhances visual appeal but also infuses fresh vitality into the space. The design fully respects local historical heritage and symbolic values, maintaining spatial integrity through harmonious integration of modern elements and traditional aesthetics. Historical elements are meticulously preserved while incorporating contemporary urban aesthetics. The space is divided into dining and exhibition areas for flexible functional conversion. The entrance screen ingeniously echoes the White Deer Spirit (a local cultural symbol), featuring artisan experience zones to cater to diverse consumer needs. Private boxes are ideal for large gatherings, while both the exhibition and craft zones offer unique immersive experiences.

The thoughtful incorporation of plant landscape design successfully creates an inviting space that harmoniously embraces nature's beauty. At the terminus of the corridor, three strategically designed steps serve multiple purposes - they

enhance spatial transparency by allowing visual continuity, while simultaneously functioning as an effective spatial divider that maintains distinct zones. This dual-purpose design element skillfully balances openness with definition, achieving both aesthetic appeal and practical functionality within the natural environment. The arrangement not only improves visual permeability but also establishes subtle boundaries that guide movement through the space. Without adding screens or partition walls, a sense of privacy is formed.

4.4 Results Summary

The venue adopts a white deer culture theme, addressing existing issues at the original site. By integrating ancient-style architecture, local cuisine, and traditional cultural displays, it preserves the pristine natural landscape with lush trees and babbling streams while creating multifunctional dining spaces. Building upon the original design, greenery elements and supporting cultural exhibition areas have been incorporated. Balancing customer needs with cultural heritage preservation, flexible spatial configurations using soft partitions like screens enhance adaptability and visual transparency, ultimately forming a dining environment that seamlessly blends diverse elements [10].

5. Conclusions

With the rapid development of China's economy and society, coupled with evolving consumer attitudes, experiential consumption has become a key trend in tourism destination catering space design. Using Bailu Village as a case study, this research explores how rural tourism catering spaces can drive rural revitalization and economic growth through cultural empowerment and optimized experiences. The findings demonstrate that experiential dining spaces not only satisfy consumers' demand for cultural enrichment but also enhance tourist destinations' appeal, stimulate local economic growth, while simultaneously supporting cultural preservation and rural industrial upgrading.

The transformation of dining spaces in tourist destinations aligns with evolving consumer trends. Traditional material consumption can no longer fully satisfy people's pursuit of high-quality living, while regionally distinctive dining experiences provide unique cultural immersion that enhances visitors' emotional resonance and memorable moments. By

integrating local folk customs, architectural styles, and culinary traditions, Bailu Village's dining spaces offer consumers deeper cultural engagement during their meals, thereby boosting satisfaction and encouraging repeat visits.

Secondly, experiential dining spaces play a significant role in rural revitalization. On one hand, improved dining environments attract more tourists and boost local industries such as agricultural product sales, handicraft production, and homestay economies, creating synergistic effects across the industrial chain. On the other hand, upgrading dining facilities generates more job opportunities, alleviates rural labor outflow issues, and enables villagers to increase their income locally. This ultimately promotes stable development of rural communities.

Furthermore, this study reveals that successful destination catering space design must strike a balance between cultural authenticity and innovation. Over-commercialization risks distorting cultural essence and diminishing visitor experiences. Therefore, designers should respect local traditions while integrating modern techniques, ensuring spaces maintain their original character while meeting contemporary aesthetic standards and functional requirements. In conclusion, the experiential transformation of dining spaces in tourist destinations serves as a crucial implementation path under the rural revitalization strategy. Moving forward, we should further explore the deep integration of culture and commerce, strengthen policy support and market guidance, and drive more rural dining venues toward high-quality, value-added development. The case of Bailu Village provides replicable experience for similar rural areas, demonstrating that through cultural empowerment and experiential optimization, dining spaces can not only become new growth drivers for tourism economy but also serve as vital platforms for rural cultural revitalization.

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