

Research on the Development of Leisure Agriculture

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Abstract: Leisure agriculture relies on the development model of “agriculture+cultural tourism”, which not only reflects the development of agricultural modernization, but also can increase farmers' income, create employment opportunities, and promote the coordinated development of urban and rural areas. It is a beautiful business card and wonderful chapter showcasing the process of agricultural modernization. This article will describe the development of leisure agriculture in the process of agricultural modernization from the perspective of introduction, orientation, integration, development, problems and improvement of development of leisure agriculture, so as to better put forward corresponding practical strategies for the future vigorous development of leisure agriculture, and promote the harmonious coexistence of human and nature and the coordination of material civilization and spiritual civilization in Chinese path to modernization.

Keywords: Leisure Agriculture; Agricultural Modernization; Change and Development

1. Introduction and Positioning of Leisure Agriculture

1.1 Positioning of Leisure Agriculture

In recent years, people's attention has been constantly focused on the development status of leisure agriculture. The reason for this is not only because the functional models developed by leisure agriculture can meet people's psychological pursuit of returning to nature and rural areas, but also because the national policy level attaches importance to comprehensively promoting the revitalization strategy of rural areas. Leisure agriculture is a reflection of the integration of three industries on the basis of modern agricultural development, and it is the process of transforming traditional agriculture into modern agriculture. Leisure agriculture can link the circulation between urban and rural areas, promoting the development pace of urban-rural integration.

1.2 Policy Interpretation on Leisure Agriculture

In order to promote the development of leisure agriculture in China, both the Central Rural Work Conference and the No. 1 central document issued in recent years emphasized the importance of leisure agriculture. The Ministry of Agriculture formulated the “12th Five Year Plan” for the Development of National Leisure Agriculture in 2011, which introduced several policies and measures to promote the development of leisure agriculture; In the first document of 2013, “Several Opinions on Accelerating the Development of Modern Agriculture and Further Enhancing the Vitality of Rural Development”, it was specifically proposed to promote the development of leisure agriculture; On January 4, 2015, in order to better promote the healthy and sustainable development of leisure agriculture and the construction of beautiful rural areas, the Ministry of Agriculture established the National Leisure Agriculture Expert Committee. The development model of leisure agriculture was affirmed in the No. 1 central document in 2019 and 2021. Accelerating the industrialization of leisure agriculture is an important lever for achieving rural revitalization. The 20th National Congress held in October 2022 proposed to solidly promote the revitalization of rural industries, talents, culture, ecology, and organizations. The planning and development of leisure agriculture related measures are in line with this, and the development prospects are broad.

2. Integrated Development of Leisure Agriculture

2.1 The Role of Leisure Agriculture

The development of leisure agriculture can promote the integration of local primary, secondary, and tertiary industries, meet the needs of people to relieve pressure, integrate into nature, and experience harvesting that many cities do not have. Developing leisure agriculture can promote the development of agricultural modernization, tap into the unique industries of local agriculture and rural areas, adjust measures to local conditions, and have the opportunity to use leisure agriculture to form relevant industrial chains, increase the added value of agricultural products, create employment opportunities, and attract more talents to build rural areas. It is also possible to combine the agricultural industry with the living culture of farmers, improve the rural landscape, protect the ecological environment, and promote sustainable development of human and natural society.

2.2 Integration of Leisure Agriculture and Rural Tourism

Leisure agriculture can be integrated with rural tourism for development, which can further tap into the deep potential of leisure agriculture and highlight the characteristics of local rural tourism. By integrating the local environmental and cultural landscape with leisure agriculture, we can achieve comprehensive tourism development. On this basis, the integration of leisure agriculture and rural tourism is more conducive to narrowing the urban-rural gap. By experiencing cultural tourism, sightseeing and other service projects, more people can understand and understand the countryside, see the unique features of the countryside with a development perspective, attract investment, and improve the infrastructure level of the surrounding areas of the countryside, thereby further promoting the integration of urban and rural construction.

3. Problems in the Development of Leisure Agriculture

3.1 Lack of Government Macro Guidance and Planning

Although various regions have actively launched local leisure agriculture development models under the influence of national policies, they have not fully and carefully formulated medium and long-term plans, and have started to increase investment in development. As a result, after the project is developed, consumers are not attracted in a timely manner, resulting in a waste of many resources.

3.2 Unsound Industrial Structure

In the development process of leisure agriculture in many regions, there are many problems such as serious homogenization of entertainment projects and lack of local characteristics. The industrial structure associated with it is not sound enough, the promotion of traditional culture is not in place, leisure and tourism projects are single, with low technological content, and a lack of creative thinking.

3.3 Problems in Integrated Development

Due to various factors, there are still some problems in the integration and development of rural characteristic leisure agriculture and tourism. Some regions do not pay attention to exploring and utilizing their own characteristics in the development process, but instead apply other regional development models, which reduces the quality of their integration and is not conducive to promoting the upgrading and innovation of agricultural development models. This not only does not conform to the trend of rural tourism development, but also violates the requirements of comprehensive rural revitalization construction.

4. Improvement and Development of Existing Problems in Leisure Agriculture

4.1 Actively Playing the Role of the Government

In response to the problems existing in the development of leisure agriculture mentioned above, corresponding solutions need to be proposed. When the government develops new projects, it should not blindly pursue traffic, but develop suitable local leisure agriculture models. It should play a positive role in macro guidance and planning in the constantly developing

agricultural format of leisure agriculture, fully understand the development model of leisure agriculture, play the role of government service guidance, and drive the improvement of the local economy by promoting the development of leisure agriculture.

4.2 Improve the Relevant Industrial Structure

The development of leisure agriculture relies on agriculture and rural areas, and cannot be separated from rural and land development. We need to improve the development model of leisure agriculture related industries based on agriculture. Deeply explore local cultural characteristics, improve the industrial chain of cultural tourism, tourism, leisure and vacation, and create unique and attractive brands. We should focus on cultivating various talents and utilizing emerging media platforms such as the internet, big data, and live streaming to promote leisure agriculture and attract consumers. The industrialization of leisure agriculture can concentrate the utilization of local resources, solve problems such as small industrial development scale, incomplete industrial structure, and chaotic business models. It can also be market-oriented, promote the upgrading of rural industrial structure, create new job opportunities, drive employment, and beautify the rural environment.

4.3 Promoting Integrated Development

In response to the problems in the integrated development of characteristic leisure agriculture and rural tourism, it is necessary to reasonably plan and design business plans, promote the integrated development of leisure agriculture and rural tourism, and meet the deep-seated consumption needs of tourists. We also need to strengthen contact and cooperation with the government to jointly promote economic development.

5. Leisure Agriculture and Agricultural Modernization

In recent years, leisure agriculture has developed rapidly, thanks to the promotion of rural revitalization strategy and the development needs of agricultural modernization. Leisure agriculture is a new agricultural development model with characteristics of the times, which has emerged when traditional agriculture has reached a certain stage of development. The integration of agriculture and cultural tourism not only enriches the development connotation of tourism, but also helps to promote the transformation and upgrading of agricultural and rural industrial structures, and enhance rural vitality. At the same time, it can effectively drive the improvement of rural infrastructure, expand the versatility of agriculture, improve resource allocation efficiency, and meet emerging consumer needs. In the context of comprehensively promoting the strategy of rural revitalization, promoting the deep integration of rural characteristic leisure agriculture and tourism requires the development of leisure agriculture tailored to local conditions. Leisure agriculture and rural tourism are new carriers for promoting the integrated development of rural industries in the East, and are also “green” driving forces for increasing farmers' income and wealth.

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