

Study on the Integrated Development of Agricultural Tourism Industry in Henan Province

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Abstract: With the continuous development of society, the tourism industry has gradually attracted people's attention, and the integrated development of agriculture and tourism has become the focus of attention. Based on the analysis of the interaction mechanism of the integration of agriculture and tourism and the status quo of the integration of agriculture and tourism in Henan Province, this article proposes corresponding solutions to the problems in the integration process, and provides reasonable suggestions for the further integration of agriculture and tourism in Henan Province.

Keywords: Henan Province; Agricultural Tourism Industry; Industrial Integration; Solutions

1. Introduction

Henan Province is located in the Central Plains with abundant agricultural resources. The province's arable land area ranks third in the country, and its grain output accounts for about 10% of the country's total grain output, making it the most important grain production base in the country. Not only that, but also has numerous historical and cultural heritage and natural resources. In recent years, through the development of characteristic agriculture, leisure agriculture, rural tourism, ecological tourism and other industrial integration, it can not only promote the construction of rural ecological civilization in Henan Province, but also accelerate the transformation of traditional agriculture. It can also promote the optimization and upgrading of the rural tourism structure, which has important practical significance for Henan Province to build an inland open highland, realize rural revitalization, and build a national agricultural modernization pilot area.

2. Analysis of the mechanism of integration of agricultural tourism industry

In recent years, people are no longer satisfied with sightseeing tourism, and pay more attention to the experience of tourism, which has caused a large number of nostalgic tourists to visit rural areas for experience, which has given birth to leisure agriculture, sightseeing agriculture, rural tourism and other types of tourism related to agriculture. The integration of the two promotes the transformation and upgrading of agriculture on the one hand, and enriches the format of the tourism industry on the other hand, thereby realizing the common development of the two industries.

2.1 The mechanism of agriculture on tourism

2.1.1 Satisfy spiritual needs and expand tourism space

With the rapid development of the city and the acceleration of the pace of life, residents who are accustomed to the urban high-rise buildings and busy life atmosphere began to yearn for the idyllic scenery with green mountains and clear waters. Therefore, going to the countryside to participate in farming activities and visit the rich farm life and production landscape has gradually become people's spiritual appeal of returning to nature with "nostalgia, nostalgia, and nostalgia" during outings. Agricultural resources provide richer activity content for tourism activities and greatly expand the types of tourism elements. The tourism space is no longer limited to a narrow area composed of traditional landscapes such as natural mountains and rivers, cultural relics and historical sites. The refreshing agricultural production methods and terroir

environment of urban people can better meet the needs of urban residents to experience rural life and cater to those who are accustomed to fast-paced life. People's desire for a quiet, peaceful and fresh environment has been paid attention to and actively developed and utilized. The mutual penetration of agricultural resources and tourism elements meets the material and spiritual needs of tourists. Agricultural resources and tourism elements are fully integrated and developed to achieve the best combination of supply advantages and demand advantages.

2.1.2 Extend the industrial chain and increase tourism supply

The multiple new forms of recreational agriculture, sightseeing agriculture, rural tourism, etc. resulting from the integration of agriculture and tourism have increased the supply of tourism products and accelerated the development of leisure agriculture and rural tourism products with different characteristics. Relying on the good agricultural foundation farming labor, pastoral picking and other experiences Style tourism has increased the connotation of the form of tourism. The mutual extension of agricultural fields and tourism space makes resources, markets, products and other elements intersect and penetrate each other, and the industrial chain extends to food processing, manufacturing, catering and accommodation industries, innovating industrial patterns, and expanding agriculture and tourism. The spatial pattern of integrated development. At the same time, the competitiveness of Anyang's tourism industry has been improved, and the driving force for the upgrading of the two major industries of agriculture and tourism has been stimulated.

2.2 The mechanism of tourism in agriculture

2.2.1 Provide employment and increase farmers' income

Tourism is a labor-intensive industry. The development of tourism has a great stimulating effect on the adjustment of the agricultural industry structure and the increase of farmers' income. The development of tourism in a region is bound to attract a large number of laborers to find employment, help the region solve part of the labor force, and ease employment pressure. The six traditional elements of the tourism industry include food, housing, transportation, travel, shopping, and entertainment, involving all aspects. The input demand is relatively small, and the service labor opportunities created are relatively large. It is a good choice for farmers to increase their income. As far as rural areas are concerned, on the one hand, the development of tourism can realize the transfer of employment of surplus rural labor, and on the other hand, it can allow farmers to increase their income during the slack period, thereby improving economic conditions. Especially in places where the geographical location is closed and the foundation of rural development is poor, the development of tourism to promote the adjustment of agricultural structure and increase the income of farmers is an effective way to develop the rural economy.

2.2.2 Transform and upgrade, expand rural functions

For farmers and agriculture, traditional planting can no longer meet farmers' living needs and industrial development requirements. This is also one of the main reasons why farmers in Anyang City "abandon agriculture and work" in recent years. Agricultural transformation and upgrading are imperative. The richness of the agricultural industry has also been the focus of Anyang Municipal Government and farmers for a long time. The current agricultural structure of our city is mainly formed by the demand for food and clothing, but the problem of food and clothing has been solved, and changes in demand are driving the adjustment and upgrading of the agricultural structure. In recent years, the practice of rural development and the reality of upgrading the consumption structure of residents have given birth to new industry models such as "tourism +" and "ecology +", which have played a leading role in the breakthrough of agricultural transformation and upgrading. The emergence of these emerging formats has overturned people's previous understanding of agriculture and has become a new driving force for the development of agriculture and rural areas. Tourism provides a good way for the transformation and upgrading of agriculture, bringing new development space to agriculture and rural areas, and at the same time conducive to the improvement of the agricultural industry system.

3. Analysis of the status quo and problems of the agricultural tourism

industry in Henan Province

3.1 Government policy support is limited

In traditional agriculture, land is the foundation of farmers' survival. To realize the functions of leisure agriculture and ecological agriculture, such as sightseeing and vacation, certain commercial land is required, and corresponding commercial supporting facilities and service facilities are built. Therefore, it is bound to involve the issue of rural land property rights. . In the process of integration of rural, rural and tourism industries, land is the core issue, which needs to be resolved by corresponding policies, laws and regulations. The existing policies are not obvious to the social capital to participate in the development of agriculture and tourism, and the land use support is not obvious, and the operability is not strong. In terms of financial support, Fujian, Anhui and other provinces have clear financial incentives and financial support policies for the development of agricultural and tourism industry integration projects, and our province needs to be further strengthened.

3.2 Low level of industrial integration development and insufficient core competitiveness

The integration of agriculture and tourism in Henan Province is still in its infancy, with a low level of development, scattered agricultural resources and low industrial relevance. Due to the lack of preliminary market research, the lack of clear strategic positioning, systematic thinking and unified layout of some agricultural and tourism industry integration projects, the development model is relatively simple, and the forms are mostly picking gardens, fishing gardens, etc., and homogenized competition is serious. In addition, the degree of tourist participation in the experience is not deep, the industry value chain is short, and the degree of resource utilization is low. The attraction of rural tourism lies in the unique tourism resources, the cultural differences and diversity between different regions, but some rural tourism projects lack the original ecology. Even in order to cater to the preferences of some tourists, traditional customs are deliberately hidden or modified, and the original culture is destroyed.

3.3 The enterprise has a weak sense of innovation and lack of professional talents

The integrated development of agriculture and tourism requires the embedding of innovative thinking, the full integration of rural tourism and modern agriculture, the use of advanced technology and advanced management models to improve the technical content of the entire value chain, and promote the accelerated realization of various integrated values. The overall development level of Henan Province's agricultural and tourism integration projects is not high, and the enterprise's weak awareness of innovation and insufficient innovation capabilities have led to small integration of agriculture, tourism, and creative and cultural industries, failing to form comprehensive new production capacity. The integrated and innovative development of the agricultural tourism industry requires a new type of talent team with culture, technology, good management, and entrepreneurial ability. The shortage of professional and innovative talents is a major bottleneck restricting the development of the agricultural and tourism integration industry in Henan Province.

4. Countermeasures for the integrated development of the agricultural and tourism industry in Henan Province

4.1 Give full play to the leading role of the government and strengthen support

To speed up the integrated development of the agricultural and tourism industry in Henan Province, the government should increase policy support, give full play to the guiding role of the policy, and provide policy support in terms of land use, fund subsidies, and tax reductions and exemptions. It is necessary to formulate scientific and unified standards, identify and reward characteristic tourist villages and leisure agricultural demonstration sites, increase investment in infrastructure and public service facilities in characteristic tourist villages, set up a special fund for the integrated development of agriculture and tourism in Henan Province, and support key construction project. It is necessary to innovate the rural land development and utilization model, and in accordance with the regulations and requirements of the central government documents in recent years, improve the guarantee mechanism for new rural construction land, and gradually solve the problem of rural complex construction land in various regions. It is necessary to strengthen industry supervision and strengthen management in terms of enterprise basic conditions, qualifications, resource utilization, environmental protection, and service quality; at the same time, it is necessary to actively build industry associations for the integration of agriculture and tourism to facilitate industry exchanges and cooperation.

4.2 Highlight regional characteristics and extend the industrial chain

Integrate and utilize the resources of agriculture and tourism to realize the coordinated development of the two. Leading enterprises are industry leaders and an important force in the integration and development of rural industries to connect various industries and realize the extension of the industrial chain. For the modern agricultural bases and characteristic villages that have formed a certain scale and grade in Henan Province, such as Xinyang Maojian, Xixia Fungus, Wenxian Yam, Xinzheng Jujube and other production areas, local leading enterprises should rely on local characteristic agricultural production and make full use of them. Regional agricultural resource advantages, to create a full industrial chain system integrating production, processing, packaging, marketing, distribution, catering and other functions, extend the industrial chain, increase the added value of agriculture, and increase the overall income of farmers. It is necessary to adapt measures to local conditions, fully excavate and refine local historical and cultural connotations, and strengthen rural tourism and the fusion of hand-made, traditional folk skills, and folk customs and culture, pay attention to maintaining the original cultural and geographical context of the local villages, carry forward the advantages of regional characteristics, and achieve personalized and diversified development. Actively develop new leisure agriculture models such as agricultural characteristic towns, pastoral complexes, leisure farms, agricultural theme parks, and characteristic homestays, pay attention to improving the interest of rural tourism, and emphasize the natural and authentic rural tourism ecological environment experience.

4.3 Improve the incentive mechanism, train and introduce professional

talents

Local governments in Henan Province must first create a good policy environment for scientific and technological innovation, strengthen support for innovative enterprises, and strive to improve their innovation awareness; they must establish a sound innovation incentive mechanism to fully mobilize the enthusiasm of enterprises and professionals, and stimulate enterprise independence The inner power of innovation. Second, we must effectively strengthen the protection of intellectual property rights, crack down on illegal infringements, and protect the achievements of scientific and technological innovation. Third, we must build a platform to promote cooperation and innovation between enterprises, universities and scientific research institutions, accelerate the timely implementation and transformation of scientific and technological innovation results, and release the innovation momentum of the entire society. Fourth, we must pay attention to the training and introduction of professional talents. Through regular lectures, training, and networking Through remote training and other forms, the overall quality of industry leaders, business owners and other relevant practitioners in the integrated development of leisure agriculture and rural tourism will be improved, and the level of operation and management will be improved.

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