

Research on the New Model of Agricultural and Cultural Tourism under the Rural Revitalization Strategy

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Abstract: Rural tourism, as a new industrial form, is a new growth point of rural economic development under the new norms. "Rural farmers" resources, as the main carrier of the new pattern, support the sustainable development of China's economy and society. In recent years, agriculture and tourism have played a considerable role in implementing the rural revitalization and development strategy. Based on the ecological development concept and the rural revitalization strategy, this paper seeks for the growth point of rural economic development, and it is the most appropriate to explore the effective mode of rural tourism development with Lantian County, Shaanxi Province as an example.

Keywords: Agricultural tourism; Rural tourism; Rural revitalization; Ecological development

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Preface

At this stage, urban residents' rural tourism consumption is based on the word "farming". The countryside has rich natural resources and agricultural resources, simple folk customs, and profound cultural heritage. This new mission gives rural tourism opportunities. However, at present, rural tourism is generally small in scale, without relevant qualifications, and has not formed a complete industrial system. The government needs comprehensive guidance^[1]. However, some rural tourism has no clear positioning, no characteristics, and lacks the latest promotion and marketing measures, resulting in a small share in the tourism industry. In order to improve the characteristics and deepen the impression of rural tourism, combine the unique resource advantages, meaningful cultural history and local industries, deeply tap the rural culture, highlight the characteristics of local human and natural stories, and combine "farmers" and "farmers" to form a local agricultural cultural tourism industry system^[2].

1. The positive significance of agricultural tourism

Farmer tourism is conducive to the implementation of the rural revitalization strategy, improving rural infrastructure construction, and guiding the development of rural regional urbanization. Agricultural cultural tourism can further improve the quality of life and living standards of farmers. As the income of farmers, especially at present, in the case of the outbreak of the COVID-19, it can achieve employment at home and avoid the poverty alleviation of the Chinese middle class. The real and effective connection will be the rural revitalization strategy and anti-poverty policy. The farmer tourism industry system can accelerate the rural modernization, form a complete industrial chain, cultivate industrial clusters, and promote the sustainable development of the country. It is conducive to changing the way of rural land use and promoting the construction of rural spiritual civilization; It is conducive to improving the quality of agricultural products, promoting the progress of agricultural science and technology, promoting the sale of agricultural products, promoting agricultural and rural modernization, increasing agricultural efficiency and farmers' income, and promoting rural prosperity. "Agriculture+culture+tourism" injects soul into rural tourism, meets the diversified needs of tourists, attracts and retains tourists, excavates local farming culture, and gives play to its advantages. Agricultural tourism can bring more value to the country, help protect local farming culture, and benefit the country and even the whole society.

2. Research on the new mode of Lantian tourism

Lantian County relies on Bayuan's charming landscapes, unique red signs, interesting folk culture, government's rural tourism strategic policies, rich non-material culture and other resource advantages to scientifically plan and design the local tourism industry, vigorously reform, and fully tap the local tourism potential. The mode of "agriculture+culture+tourism" has developed rapidly under the guidance of the government, greatly improving the tourism popularity of Lantian County.

2.1 Establishment of agricultural cultural tourism promotion mechanism

Optimize the rural industrial structure. Lantian County actively explores a new "trunk economy" rural industry support model, and encourages farmers to incorporate local agricultural and sideline products, handicraft on-site or nearby sales into the tourism backbone, so as to promote the transformation of local products into tourism products. Lantian County builds a number of highway trunk line base projects relying on the rural tourism county village. Its main role is to exploit rural agricultural and sideline products, such as traditional cultural resources, a number of characteristic tourism products and product development. For example, a number of trunk lines will be built in combination with large-scale apricot village festivals, such as picking, farmers' harvest festival, festival activities, etc. The leader of a country, the gene carrier, the power sales "seed" force, such as capable people, set up a trunk line engineering team. Based on the third-party platform, together with rural tourism towns, villages and parks, a number of "high-quality" online celebrity stores for online and offline sales have been opened, making the products "in the hands" of farmers' "land" and direct tourists, and driving the income of poor people "home".

Improve the rural ecological environment. As the basic condition for rural revitalization of agricultural ecological development, the sustainable growth of agricultural economy is realized. Rural tourism can not leave the country's unique ecological landscape, which is surrounded by smoke and green mountains and waters, and can bring tourists a different experience from the city. Lantian County aims to build high-quality residential facilities with ecological pastoral characteristics, attract tourists, gather popularity, and give tourists a sense of belonging to the mountain, water and nostalgia in Baiyuan. At the same time, it also truly protects the local original ecological environment.

Promote the inheritance and development of local culture. Enriching the local cultural connotation and protecting and inheriting the local farming culture are the top priorities for the development of rural tourism. Lantian County has constantly enriched new cultural and tourism scenes, and held cherry festival, apricot festival, kite festival, Shaanxi Opera carnival, and "beautiful Lantian at night" night economy series of emerging business activities. Participated in the 2021 Xi'an Rural Tourism Consumption Launching Ceremony, and released eight characteristic tourism routes of "the most beautiful countryside · green ecological tour". Participated in the activity of "looking for rural delicacies on the tip of the tongue" and won the good results of "three gold and two bronze". Taking Bayuan Town, Lantian County as an example, The local government proposed to build "one core, three belts and four colors Bayuan" (One core is to build a folk custom culture, logistics and trade hub in the ancient streets of Bayuan Ancient Town; three belts are to build a Beichuan boutique home stay and red tourism village charm leisure belt, Dongchuan edible fungus industry sales and picking agricultural sightseeing belt, Xichuan hundred mu rose and peony boutique flower kelp; four color Bayuan is to build an idea of ecological green, Bashui blue, rural charm yellow, revolutionary red tourism town, further improving Bayuan cultural tourism Combine the carrying capacity and improve the happiness index of Bayuan people.

Accelerate the construction of rural infrastructure. At present, Bayuan Town of Lantian County has completed the construction of Bahe Avenue, opened Xilan tourist bus, and realized the seamless connection between Lantian village and the ancient capital Xi'an. Lantian continued to optimize tourism roads, signboards, tourism toilets, communication networks and other infrastructure to enhance the carrying capacity of rural tourism. An ecological parking lot coordinated with the rural environment will be built in Shuilu Nunnery, Jingyu Distillery, Lanqiao Posthouse, Tongyu River, Dongling, Tonghuagou, Shamaogou, Yezhuping and other tourist attractions, along the tourist roads, rural tourism demonstration villages, agricultural demonstration parks, viewing areas and tourist gathering areas, and 82 tourist toilets will be built. The construction of the Lantian Internet plus Smart Tourism Information Platform project was launched, and the Lantian Tourism News WeChat platform and smart tourism platform were put into operation to promote the intelligent development of rural tourism economy.

Raise the income level of farmers. Farmers have injected new vitality into local rural tourism. Villagers no longer rely solely on migrant workers or farming to generate income. With the support of the government and various private enterprises, there are more and more profit ways, more and more traffic, the rural economic level and the quality of life in villages and towns.

2.2 Building a new agricultural tourism model

Diversity of government guidance. At present, the Lantian County Government has issued the Incentive Measures for Promoting

the Development of Cultural Tourism Industry in Lantian County (Trial) and other policies, with an annual investment of 10 million yuan to support the rural literature tourism infrastructure, tourism service level, promote the development of tourism consumption, home furnishing industry, cultural tourism industry integration mode, etc., providing a strong guarantee fund for the quality, characteristics and brand of rural tourism in Lantian County. The government can provide strategic guidance for the development of rural tourism and guide the effective construction of the rural tourism township system^[3].

Adapt to local conditions. The characteristics of the theme tourism product system and the adjustment measures in line with local conditions are the basic principles for the development of rural tourism. Taking Songyang as an example, “the last beach and coast in the south of the Yangtze River” has an extremely superior ecological environment and unique agricultural civilization, attracting tourists from all over the country and even the world. Each village in the village is roughly divided into four types: village landscape symbiosis, scenic spot support, resources and vitality. Due to its geographical location, ecological resources, traditional culture and customs, it has the potential of mining mode. Scenic spots are rich in symbiotic resources, with scenic spots. Rural tourism is relatively mature, but the homogeneity competition is serious and the landscape conditions are backward. We should highlight product features, avoid homogeneity, improve entertainment and leisure experience, and create tourist scenic spots. The supporting area of the scenic spot does not have obvious characteristic resources, but the infrastructure around the scenic spot is relatively complete, but the dependence on the scenic spot is strong. It should strengthen communication and contact with the scenic spot, improve transportation facilities, implement “village scenery”, and strive to develop new business forms. However, resource villages in scenic spots with no obvious characteristics around should adhere to the protection of their own characteristics, properly develop and plan according to the actual situation, and keep up with the pace of infrastructure construction. The potential mining villages lack their own characteristic resources. The surrounding scenic spots should be cultivated from the perspective of cultural products, explore the connotation of cultural resources, create the characteristics of brand cultural creative products, and promote the integration of culture and tourism.

Promote the deep integration of rural industries. The government guidance and big data technology operation of the large-scale health industry model can effectively improve the service quality of the family accommodation facilities industry, create high-quality commodity brands, promote the development of global tourism, and promote the innovation and development of family accommodation facilities. By constantly expanding leading enterprises, constantly cultivating industrial clusters, and taking innovation and achievements as the core of core industrial system construction, different urban themes are formed. Gradually integrate modern agriculture, green ecological cultural tourism, leisure, tourism, logistics and transportation, and promote the development of rural primitive industries from a single model to a diversified one.

3. Conclusion

On the basis of optimizing the rural industrial structure, improving the rural ecological environment, promoting the inheritance and development of local culture, speeding up the construction of rural infrastructure, and improving the income level of farmers demonstrated that Lantian County’s agriculture and tourism are the driving mechanism for implementing the rural revitalization strategy, and played a guiding role in many aspects from the government, adjusting measures to local conditions, promoting the deep integration of rural industries, and optimizing the rural tourism development mechanism, Create high-quality commodity tourism brands such as agricultural development models.

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