

# Suggestions on the development of leisure agriculture under the background of digital economy

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**Abstract:** The purpose of this paper is to explore the development path of leisure agriculture in the context of digital economy and put forward corresponding suggestions. With the rapid development of digital technology and the rise of digital economy, leisure agriculture plays an increasingly important role in rural economic development. This paper will start from the concept and characteristics of leisure agriculture, analyse the impact of the digital economy on leisure agriculture, discuss the development opportunities and challenges of leisure agriculture in the era of digital economy, and put forward corresponding path development proposals.

**Keywords:** Digital Economy; Leisure Agriculture; Development Path; Suggestions

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## Introduction

With the rapid development of digital technology and the rise of digital economy, the traditional agricultural model is undergoing a profound change. Leisure agriculture, as an emerging agricultural business model, can not only meet people's growing leisure needs, but also bring new economic growth points for rural areas. This paper will explore the development path of leisure agriculture in the context of digital economy and put forward relevant suggestions to promote the sustainable development of leisure agriculture in the era of digital economy.

## 1. Concept and characteristics of leisure agriculture

### 1.1 Definition and scope of leisure agriculture

Leisure agriculture refers to the industrial form of leisure activities such as tourism, picking experience and purchase of agricultural products in farmland, farms and other agricultural parks. It integrates traditional agricultural production with modern leisure tourism, providing people with a way to get away from the hustle and bustle of the city and get close to nature for leisure. Leisure agriculture has a wide range, including forms such as farmhouse, picking gardens, flower sea sightseeing, and direct sales of agricultural products. It can combine local characteristics and agricultural resources to provide rich and varied leisure experiences and satisfy people's desire for rural life and natural environment.

### 1.2 Features and Advantages of Leisure Agriculture

Leisure agriculture has the following features and advantages: firstly, leisure agriculture combines traditional agricultural production with modern tourism and sightseeing, and attracts tourists to visit and experience farmland, farms and other agricultural parks by providing rich and varied leisure experiences. This integration expands the agricultural industry and also meets people's demand for rural life and natural environment. Secondly, leisure agriculture provides a way of experiencing close to nature, enabling people to get away from the hustle and bustle and pressure of the city and enjoy the tranquillity and beauty of nature. Visitors can take a walk among the fields, view the sea of flowers, participate in crop picking and other activities to feel the charm of nature and relax their bodies and minds. Thirdly, leisure agriculture provides farmers with a new way of doing business and increases their income through the provision of leisure services and the sale of agricultural products. The development of leisure agriculture also promotes the extension and upgrading of the agricultural industry chain and the development and modernisation of agriculture. Fourth, leisure agriculture can combine local farming culture and traditional customs to demonstrate the history and cultural heritage of agriculture. Through farming experience, agricultural teaching and other activities, it can convey the value and significance of farming culture to tourists and enhance the sense of identity and protection of rural culture.

## **2. Impact of the digital economy on leisure agriculture**

### **2.1 Application of digital technology in leisure agriculture**

The application of digital technology in leisure agriculture provides richer and more diversified ways for agricultural tourism and agricultural experience. Through the internet and mobile apps, tourists can learn about farm information and services in advance, book tickets, participate in activities, and purchase agricultural products. Farmers can use digital platforms for sales and promotion of agricultural products to attract more tourists and consumers. In addition, virtual reality (VR) and augmented reality (AR) technologies have brought new ways of experiencing leisure agriculture. Tourists can visit the farm and participate in the agricultural production process through virtual reality technology, while augmented reality technology can provide a more immersive and interactive experience, increasing the sense of participation and fun for tourists.

### **2.2 Opportunities brought by the digital economy to leisure agriculture**

The digital economy brings many opportunities for leisure agriculture. First, digital technology breaks the time and space limitations of traditional agricultural tourism, allowing more people to participate in leisure agriculture activities through the Internet and mobile applications, expanding the audience of leisure agriculture. Second, the digital economy promotes upgrading and innovation in agritourism. Through the application of digital technology, farmers can provide more personalised and diversified agricultural experiences to meet the needs of different tourists. At the same time, digital technology can also help farmers conduct market research and accurate marketing to improve operational efficiency. Thirdly, the digital economy provides new channels for the sale of leisure agriculture and agricultural products. Through the Internet and e-commerce platforms, farm owners can communicate and sell directly to consumers, reducing intermediate links and increasing the added value and market competitiveness of agricultural products.

### **2.3 Challenges of the digital economy to the development of leisure agriculture**

The digital economy also brings some challenges to the development of leisure agriculture. First, the application of digital technology requires farmers to have certain technical ability and management level, especially for traditional agricultural practitioners, who need to learn and adapt to new technologies and methods, which may be difficult for some farmers. Second, the application of digital technologies may increase the operating costs of farmers. For example, setting up and maintaining an internet platform or mobile application requires a certain amount of capital and human resources. In addition, the upgrading of digital technologies requires continuous investment to maintain and enhance the user experience, which may be a challenge for some small farms.

## **3. Development Opportunities and Challenges for Leisure Agriculture in the Digital Economy Era**

### **3.1 Development Opportunities: New Opportunities Provided by Digital Technology for Leisure Agriculture**

#### *3.1.1 Digital technology provides better marketing and promotion channels*

Through digital channels such as the Internet and social media, leisure agriculture can advertise and promote its products and services more widely. Farmers can use digital technology to conduct accurate marketing and targeted advertising to attract more tourists to visit and experience their farms. Meanwhile, through online booking systems and electronic payment methods, tourists can purchase tickets and agricultural products more conveniently and improve their consumption experience.

#### *3.1.2 Digital technology enriches the experience of leisure agriculture*

Virtual reality (VR) and augmented reality (AR) and other digital technologies have brought a new way of experience for leisure agriculture. Visitors can come to the farm through virtual reality technology, participate in the agricultural production process, and feel the real farming experience. Augmented reality technology, on the other hand, can provide a more immersive and interactive experience, increasing tourists' sense of participation and enjoyment.

### *3.1.3 Digital technology promotes the innovation and upgrading of leisure agriculture*

The application of digital technology promotes the innovation and upgrading of leisure agriculture. Farmers can conduct data analysis and market research through digital platforms to understand tourists' needs and accurately position their products and services. At the same time, digital technology also provides more innovative possibilities for leisure agriculture, such as agricultural science and technology display and customised services for agricultural products.

## **3.2 Development Challenges: Issues and Challenges in the Digital Economy Era**

### *3.2.1 Technology application and digital divide issues*

The application of digital technology requires farmers to have certain technical skills and management level. However, some traditional agricultural practitioners may lack the relevant knowledge and skills to adapt to the requirements of digitalisation. In addition, the digital divide problem exists, i.e. some rural areas have poor infrastructure and network coverage, which affects the application of digital technologies.

### *3.2.2 Data security and privacy protection issues*

Leisure agriculture faces data security and privacy protection issues in the digital economy. Farmers need to handle visitors' personal data properly and take measures to protect their security and privacy. In addition, threats to cybersecurity need to be taken seriously to avoid the risk of information leakage and misuse.

## **4. Suggestions for Leisure Agriculture Path Development**

### **4.1 Strengthen the application of digital technology in leisure agriculture**

Strengthening the application of digital technology in leisure agriculture is the key to enhancing the development of leisure agriculture. Farmers should be encouraged to learn and master digital technology knowledge, and relevant training and support should be provided. The government and relevant organisations can provide financial and policy support to promote the innovative application of digital technology in leisure agriculture, such as the introduction of virtual reality, augmented reality and other technologies to enhance the visitor experience.

### **4.2 Organise R&D and promotion of innovative leisure agriculture models**

Encouraging the R&D and promotion of innovative leisure agriculture models can enrich the products and services of leisure agriculture. Farmers can co-operate with tourism organisations and research institutes to carry out novel leisure agriculture projects, such as agricultural science and technology demonstrations and parent-child farms, to attract more tourists to participate. At the same time, attention should be paid to the protection of agricultural resources and ecological environment to promote the sustainable development of leisure agriculture.

### **4.3 Establish a leisure agriculture digital platform to promote information sharing and cooperation**

Establishing a leisure agriculture digital platform can promote information sharing and cooperation and enhance the overall benefits of leisure agriculture. The platform can provide information and product displays of farmers and provide booking and purchasing services for tourists. At the same time, the platform can also provide agricultural knowledge and technical support, promote cooperation and exchange among farmers, and promote the linked development of leisure agriculture.

### **4.4 Strengthen the cultivation and exchange of leisure agriculture talents**

Strengthening the cultivation and exchange of leisure agriculture talents is an important measure to improve the development level and service quality of leisure agriculture. A sound talent training system should be established to cultivate specialised leisure agriculture management talents and technicians. At the same time, farm owners are encouraged to participate in industry exchanges and training activities to enhance their professionalism and market awareness.

### **4.5 Government Support and Policy Guidance**

The government should increase its support for leisure agriculture and provide convenience and support for leisure agriculture entrepreneurship by formulating relevant policies and regulations. At the same time, it should encourage the co-operation between agriculture and

tourism, culture and other related sectors to create a good development environment and brand image. In addition, the government can promote the integration of leisure agriculture with other industries to broaden the development space of leisure agriculture.

## 5. Conclusion

In the context of the digital economy, leisure agriculture possesses great development potential. By strengthening the application of digital technology, promoting the development of innovative leisure agriculture models, establishing digital platforms, and strengthening talent cultivation and policy guidance, it can further promote the sustainable development of leisure agriculture and inject new impetus into rural economic growth. However, the development process of leisure agriculture also faces some problems and challenges, which require the government, enterprises and social parties to work together to form a synergy to promote the development of leisure agriculture and achieve the overall prosperity of the rural economy.

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## Project:

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