

Problems and Countermeasures in the Development of Leisure Agriculture——Take Zhoushan City as an Example

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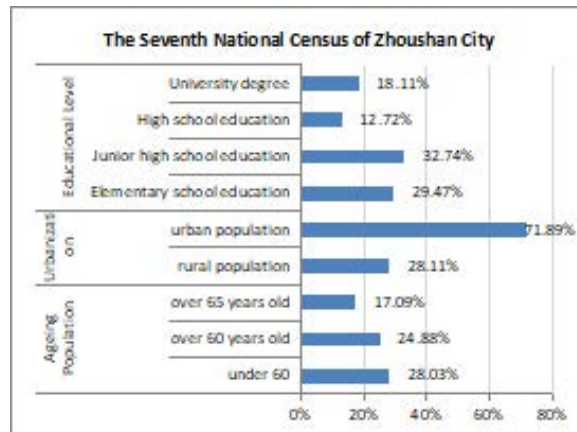
Abstract: Leisure agriculture is a win-win economic product. It not only meets the leisure spiritual needs of urban residents, but also improves the income level of rural residents. It is the compensation for agriculture due to the rapid economic development, high degree of industrialization and urbanization in China for decades. However, compared with the whole country, Zhoushan is extremely short of land resources due to the environment of island cities, while leisure agriculture is a new industry and its development is immature. In order to speed up the agricultural modernization of Zhoushan, build a new socialist countryside, narrow the gap between urban and rural areas and improve the income level of farmers, leisure agriculture, as an important industry to promote the development of agriculture and rural areas, should be vigorously developed. However, Zhoushan leisure agriculture has some problems, such as low quality of operators and backward science and technology; Single resources and lack of funds; Narrow publicity channels and low popularity. This paper puts forward countermeasures on how to develop leisure agriculture, promote the construction of new countryside and solve relevant problems. At present, e-commerce should be developed and the government should provide support, mainly for the vigorous development of Zhoushan education, science and technology.

Keywords: Leisure Agriculture; Agricultural Modernization; Economic Development

Introduction

Leisure agriculture is a new industry with various functions such as sightseeing, leisure and tourism developed through agriculture and rural areas. It can deeply Tap Rural agricultural resources, promote rural development, increase farmers' income and improve people's living standards. Leisure agriculture first originated in European countries. The unbalanced development of urban and rural areas in China has led to the rapid introduction and development of this industry and has become one of the important agricultural economic industries in China. Leisure agriculture is a win-win economic product. It not only meets the leisure spiritual needs of urban residents, but also improves the income level of rural residents. It is the compensation for agriculture due to the rapid economic development, high degree of industrialization and urbanization in China for decades. However, compared with the whole country, Zhoushan is extremely short of land resources due to the environment of island cities. Leisure agriculture belongs to a new industry and its development is immature. Zhoushan leisure agriculture has some problems, such as low quality of operators, single resources, backward sales methods and so on. This paper will focus on the policy enlightenment of accelerating agricultural modernization proposed by the state to put forward development countermeasures and suggestions for the problems existing in Zhoushan leisure agriculture.

Figure 1 The system block diagram.



1. Problems in the development of leisure agriculture in Zhoushan city

New industries must be young, and Zhoushan has been an island city far away from the mainland since ancient times. Although it is located in the developed area in the East, compared with other areas in the East, its development is relatively slow, the distribution of resources is uneven, and its economic development is not rapid. The completion of Zhoushan sea crossing bridge in 2009 has enabled Zhoushan to develop rapidly in recent ten years, but there are still some problems in the development of leisure agriculture.

1.1 Low quality of operators and backward science and technology

The figure above shows the seventh national census of Zhoushan in 2020. The permanent resident population of the city is 1157817. The international aging standard is that the elderly over 65 account for 7% of the total population of Zhoushan, while the population over 65 accounts for 17.09% of the total population of Zhoushan, which means that Zhoushan is already a "deep aging society". The urbanization rate of Zhoushan is high, which is in the forefront of the province, but it still needs to be continuously improved. In terms of education, the number of people with university degree in Zhoushan is relatively low, and the level of education is still low. As can be seen from the following table, the education level of the people in Zhoushan is not high. The operators of leisure agriculture are generally rural residents. The regional urbanization rate is closely related to the education level. The education level of rural residents is generally lower than that of urban residents. Therefore, the education level of leisure agriculture operators is low and the cultural heritage is poor. The leisure agricultural activities are limited to farmhouse entertainment, fishing house entertainment, vegetable and fruit picking, etc. Leisure agriculture is an industry that combines agriculture and tourism. Tourism is not only scenic spot management and entertainment industry, but also catering service industry. Food is the priority of the people. Seafood is the characteristic food of Zhoushan. However, due to the backward food preservation technology, Zhoushan seafood can not be promoted to the world in the freshest state, even to provinces and cities all over the country, and the freight is expensive, resulting in the low popularity of Zhoushan characteristic food. Science and technology is the primary productive force, and the basis of popularizing science and technology is education. Backward education and science and technology will hinder the development of tourism and affect the development of leisure agriculture in Zhoushan.

1.2 Leisure agriculture has a single resource and a shortage of funds

Zhoushan is a typical island city. Land resources are scarce, while marine resources are extremely rich, and leisure agricultural resources are relatively single^[1]. At this stage, it is only limited to the development of sea and land resources. The limited land in Zhoushan is not enough to provide the same rich leisure farm activities as other regions, so it can only continuously develop marine resources to meet the citizens' demand for leisure agriculture, which is very novel for inland foreign tourists. However, for the citizens of this city, the island where their ancestors lived and the common fisherman's fun

are not new to them, Therefore, not many citizens specially go to experience marine leisure agriculture, resulting in the slow development of leisure agriculture. The lack of excellent projects makes it difficult to finance. Without a large amount of capital investment, excellent projects have no development opportunities. This is a vicious circle, resulting in "helpless" leisure agriculture.

1.3 Narrow publicity channels and low popularity

Leisure agriculture mostly focuses on the real industry, while the educational level of operators is generally low, so the publicity method is mostly word-of-mouth, the scope of publicity is narrow and the intensity is low. No one shows any interest in developing e-commerce, and it can not promote the local characteristic leisure agriculture with the multi-party network platform. The network sales channel is still too single^[2]. Usually the official official account of the operator is published and pushed to the related activities. If consumers do not pay attention to the official account, they can not get the information about the leisure agriculture activities at the first time, resulting in many outstanding projects without being noticed and known.

2. Countermeasures of developing leisure agriculture and promoting new rural construction in zhoushan city

In order to speed up the agricultural modernization of Zhoushan, build a new socialist countryside, narrow the gap between urban and rural areas and improve the income level of farmers, leisure agriculture, as an important industry to promote the development of agriculture and rural areas, needs to be vigorously developed. There are the following countermeasures.

2.1 Improve the level of education and science and technology

The economic foundation determines the superstructure, and the primary task of developing the economy is to develop education and science and technology. The distribution of educational resources in Zhoushan is unbalanced and there are a large number of people with low academic qualifications. Improving the level of science and technology and increasing core competitiveness still need high knowledge as the basis. The specific countermeasures are as follows.

For example, in terms of education, we should improve the teaching level of rural compulsory education in Zhoushan, especially in remote islands, balance urban and rural educational resources, start with children, and cultivate a new generation of high-quality rural residents. Encourage adult continuing education, constantly improve their ability to keep pace with the times, better promote the development of leisure agriculture and realize the development of farmers in rural areas. In terms of science and technology, we should improve the cold chain logistics preservation technology, improve its core big data cloud computing, Internet of things technology and other important components, send talents to Hangzhou, Beijing and other places to learn advanced technologies such as big data analysis, improve the cold chain logistics preservation technology, promote rural modernization, enable the world to taste the flavor of Zhoushan seafood and promote Zhoushan characteristic Cuisine, so as to attract tourists from all over the world to Zhoushan, Promote the development of leisure agriculture in Zhoushan.

2.2 Vigorously develop various leisure agricultural resources, and the government vigorously supports them

Zhoushan is short of land resources and extremely rich in marine resources, so we can focus on the marine direction. However, leisure agriculture is not only agriculture, fishery, planting and animal husbandry. We should implement the concept of "Introduction" and learn from a variety of high-quality leisure agricultural projects around the country. In the face of weak industries, the government should also provide funds, talents, policies and other support to provide high development prospects for the industry.^[3]

For example, the joint development of sea, land and air requires the development of a new industrial structure in the face of the island scenery that has long been common to citizens. Zhoushan is an important military base with good conditions for Skydiving at sea. The government provides relevant appropriate funds and policies to open or rent a small sub base. At the same time, the government introduces relevant leisure agricultural talents, formulates policies to retain talents, constructs skydiving projects at sea, and combines fishing fun, Form a perfect entertainment industry project. Zhoushan characteristic fishermen's paintings and other folk culture viewing activities, combined with farmhouse entertainment, intangible cultural heritage has educational significance and freshness, which can better attract foreign tourists, so as to drive the development of local leisure agriculture.

2.3 Strengthen publicity, broaden channels and establish brand advantages

Implementing the concept of "going out" and vigorously developing e-commerce, good products need to be realized through good publicity and sales channels, and they can not be opened simultaneously by single print media and official account numbers and various channels, so as to increase market competitiveness, reduce market knockout rate, promote high-quality products and promote the development of local leisure agriculture.^[2]

For example, in the era of rapid development of new media, it is the general trend to promote the development of Zhoushan new media.^[4] All operating enterprises should reach commercial cooperation with various new media platforms, make use of the communication efficiency of new media technology companies, realize multi-channel and efficient publicity, improve exposure and popularity, and establish Zhoushan local characteristic brands, such as Zhoushan Baiquan bayberry, Zhoushan Shenjiamen seafood, Zhoushan Putuo Mountain Buddha beads, etc. The promotion and cooperation can be extended to all parts of the country and even the world, and a variety of preferential methods can be issued at the same time to attract consumers to consume and buy local leisure agricultural projects.^[5]

3. Epilogue

The development of Wanye is inseparable from education. The development of leisure agriculture in Zhoushan must first develop education, then develop science and technology, introduce new technologies and talents, and the government formulates new policies. While Zhoushan's economy is developing rapidly, we must always pay attention to the national situation and avoid the island thinking. Zhoushan also needs to make great efforts to reform and opening up. Only by keeping pace with the times can Zhoushan's industries really stand firm and leisure agriculture develop steadily.

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