

Innovation in the Path of Empowering Rural Revitalization under Normalized Epidemic Prevention and Control: Diversifying the Integration of Culture, Tourism and Agriculture in Modern Cities-the Case of Maanshan City, Anhui Province

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Abstract: The cultural tourism + multi-industry model has gradually become an important way to realize the development of rural revitalization, stimulate consumption, and urban economic development in major cities in China at present. Starting from the current policies and directions of rural revitalization strategy and consumption stimulation and urban economic development during the epidemic period, through analyzing the advantages of agriculture, culture, and tourism resources in Maanshan City, Anhui Province at present, we propose to expand and innovate the integration model of culture, tourism and agriculture suitable for regional development and in line with the needs of the times and realistic trends, aiming to promote the high-quality development of China's rural revitalization strategy, prosper the urban and rural economies and carry forward the traditional Chinese culture. It has certain socio-economic and cultural significance.

Keywords: Epidemic; Rural Revitalization; Cultural Tourism and Agriculture; Diversification

Introduction

In 2019, the central government's No. 1 document proposes to the current agricultural structure needs to be further optimized, to promote high-quality agricultural development and green development, and to develop a diversity of special agriculture according to local conditions. In the era of vigorously developing rural tourism, improving the economic benefits of agriculture, tapping the rural characteristics of culture, and promoting the modernization of agriculture and rural farmers, the new development model of integrating and interacting with agriculture, tourism, culture, and business has become a major exploration of the structural reform on the supply side of agriculture, and an important way to improve the economic vitality of rural areas. early in 2022, the National Development and Reform Commission issued a notice on doing a good job of promoting consumption shortly and pointed out that improving The quality of services such as rural tourism, leisure agriculture, a healthy pension, B&B economy, etc., launch many Spring Festival folklore theme rural tourism routes, improve the epidemic prevention and control measures at the same time, attract urban residents into the countryside consumption, and vigorously improve the supply of cultural tourism and leisure services. Therefore, the integrated development of culture, tourism, and agriculture is not only a realistic path to promote the rural revitalization strategy, but also an effective means to stimulate consumption and expand domestic demand during the epidemic.

1. Future development trends of cultural tourism and agricultural integration

With the improvement of China's education and economic level, people's mind and the pursuit of taste demand is also increasing, in recent years, due to employment difficulties and education within the volume and other factors, China's young and middle-aged

groups of long-term life in the fast-paced, stressful and noisy and busy city, the demand for pressure release is increasingly strong, and rural tourism is a good place to relieve pressure and release the mind, rural tourism Consumption has the characteristics of short time, short distance, affordable and creative, which is suitable for the mass consumption level. In terms of consumption capacity, the proportion of food, clothing, and housing consumed to solve physiological needs is gradually decreasing in the composition of disposable income of Chinese residents, which can accumulate certain savings funds that can be used for culture, tourism, health, education, vocational training, and other consumption. In addition, urban residents' consumption of tourism and culture is increasing year by year. In terms of time, the improvement of the quality of life on holidays is the preferred consumption path for contemporary urban residents. Usually, urban residents make short and medium-distance excursions as their main planning during holidays. Therefore, rural leisure tourism not far from the city will have a huge market space and economic value-added space.

2. The current situation of the development of the integration of culture, tourism and agriculture in Maanshan City, Anhui Province

To effectively play the role of economic development and rural revitalization generated by cultural, tourism, and agricultural consumption, Maanshan City, Anhui Province has been increasing its efforts to deepen and cultivate the cultural, tourism, and agricultural consumption market, and constantly innovating new business models, new modes and new scenes under the traditional consumption system to meet the modern and diversified consumption needs of the people.

First, by creating a national heritage park as the theme of cultural tourism and agricultural integration of the development of a new business model. Specifically, it is the deep integration of modern agriculture with tourism and popular science education. Based on the development of modern agriculture to develop new industries such as rice field landscape, farming experience, study, and education. Secondly, moderately develop service industries such as agritourism and B&B with cultural tourism and agriculture as the development route, so that tourists can experience the fun and mood brought by farming culture while experiencing 5000 years of history and culture, creating a blueprint for linkage development of the three industries and helping to revitalize the rural economy (Maanshan Daily News, 2021)^[1]. Once again, through policy encouragement, demonstration leading, and the first pilot way, support several small towns with characteristics of cultural tourism construction and transformation. For example, building characteristic neighborhoods such as the ancient cultural park neighborhood in Dangtu County and some neighborhoods transformed into cultural tourism characteristic neighborhoods through old neighborhoods and old factories, and holding some characteristic food festivals in the neighborhoods every year, fully uniting characteristic food festivals and characteristic cultural neighborhoods with each other and gradually making the festival brand bigger and stronger (Dong Lei, 2021)^[2].

3. Innovation of diversified paths of cultural, tourism and agricultural integration in Maanshan City, Anhui Province

3.1 Play a good combination: "night economy + street stall economy + food culture" combination of modern cultural tourism and agricultural development of the new industry

At present, due to the prolonged stay at home during the epidemic, many people appear to stay up late, which leads to a gradual shift in the trajectory of people's activities toward the night (Du Yuanchun, Wang Ziwei,2021) ^[3]. New activities at night such as night shopping, night tour, night running, and night barbecues gradually appear, and people gradually move from daytime activities to nighttime activities gradually. This has created new economies such as the night economy and the floor stall economy to emerge. The night economy and the stalled economy are interdependent and mutually symbiotic destinies. The traditional night market economy

relies on the gathering of vendors and stalls to form the urban "fireworks". At the same time, the night economy, and stall economy is also inseparable from the empowering effect of food culture, because these economic entities are dependent on food to drive and create economic and cultural value. Therefore, the "night economy + street stall economy + food culture" combination of modern cultural tourism and agricultural development of the new industry will become the new direction of the future development of China's consumer economy.

Maanshan City, Anhui Province has unique geographical advantages, historical and cultural advantages, economic advantages, agricultural resources advantages, etc... At present, these advantages should be integrated, and according to the city development characteristics, and people's consumption characteristics to plan the blueprint of economic development, and strive to play a leading role in the advantages and characteristics to drive economic development. First, extend the consumption chain based on traditional consumption, such as new consumption, bulk consumption, and food and beverage consumption. It can also extend the economic chain around the deep coupling of economies such as the holiday economy, brand economy, night economy, agricultural economy, leisure economy, and ground stall economy. Secondly, it can also combine and connect with resources such as the agricultural industry, cultural skills, and accommodation and catering, so that the supply chain, industrial chain, consumption chain, cultural chain, and economic chain can be interconnected and interacted in an all-rounded manner without any dead ends, forming a closed loop of integrated development of the three industries. Not only can stimulate consumption vitality lasting but also some products and markets with consumption potential can be further released. In addition to economic and consumption functions, the combination of these models can also provide many jobs to effectively increase the employment rate of urban labor and comprehensively develop the blood-making function of urban economic development. For example, Yixian County, Anhui Province, has given new life to traditional ancient villages through light and shadow technology, injecting new vitality into the development of the Xidi scenic area. In 2021, the number of tourists received by night touring Xidi scenic area reached 250,000, the total revenue of the night touring project reached 8 million yuan, and the number of tourists staying in Xidi B&B increased by over 80% compared with the same period last year (Zhu Wenwen and Yao Qingyang, 2022) ^[4].

3.2 "Culture, tourism, agriculture + fishery": creating a new model of integrating culture, tourism and agriculture with ornamental, catering, leisure and fishing

The "China Fishing Industry Market Research Report 2021-2025" shows that due to the continuous change in consumer awareness, the demand for fishing continues to rise. Among them, the angling population under 24 years old exploded, accounting for about 24%, while the age group of 25-45 years old is the main group of angling enthusiasts, accounting for about 45%. Driven by the digital industry boosted by today's Jitterbug short video, live streaming, today's headlines, and other APPs, the angling industry is gradually developing in the direction of rejuvenation (Newsijie Media, 2021) ^[5]. Therefore, fishing activities are gradually becoming younger and more leisurely, becoming an outdoor sport favored by young people, and the consumption preferences of these young consumer groups will greatly promote the development of fishing, leisure, and ornamental fisheries industries. First of all, leisure fishing, ornamental, and other fisheries industries are more closely related to other industries and easy to connect. Because in China and the combination of modern leisure agriculture, landscape agriculture, and other industries in the leisure fishing, ornamental, and other fisheries industries is also essential. Some modern leisure agriculture is leisure fishing as the main body, and articulate other industries and services. Supporting services and products such as catering, tourism, accommodation, leisure, shopping, etc. can be connected with them to meet the diversified needs of all consumers. Secondly, it can also extend the chain of the industry chain, consumption chain, interest chain, and other chains to drive the development of different links of cultural, tourism, and agricultural industries and increase the economic value and industrial value.

Maanshan City in Anhui Province is located in the Yangtze River ecological zone, with crisscrossing waters, a developed fishery industry, and a long history of fishery culture, which is extremely convenient for the development of fisheries and other affiliated industries. Through the development of modern culture, tourism, and agriculture based on the integration of the three industries, you can also include the fishing industry activities, the formation of culture, tourism, and agriculture + fishing mode. That is to say, in the

development of cultural tourism agriculture at the same time to drive the growth and reproduction of the fisheries industry and other activities, extending the industrial chain, consumption chain, supply chain, economic chain, and other chains, dynamically forming a value closed loop of the four-in-one development of cultural tourism agriculture and fishery, to effectively play the function of industrial economic development, rural revitalization, and stimulation of consumption. If necessary, catering elements can be added to form a culture, tourism, agriculture, fishery, and dining all-area development pattern.

3.3 Rural revitalization leads to cultural dissemination: "historical sites" and "shared farms" can be coupled

With the steady promotion of the current rural strategy, there are more and more projects combining history and culture with modern agriculture, gradually developing in the direction of creative cultural agriculture. Much cultural tourism and agricultural integration projects are inseparable from the power given by history and culture. Anhui Maanshan City has a rich historical and cultural heritage. For example, with the footprints of Li Bai Caishiji, Tai Bai Lou, and other scenic spots. These monuments with historical and cultural heritage have laid a certain historical and cultural foundation and creative space for the current development of creating cultural tourism and agriculture in Maanshan City, Anhui Province. And the shared farm is the more popular modern agricultural economic development business in these years. It is based on the mechanism of sharing economy, based on this and modern agriculture involves the perfect combination of the three production chains extended out of the shared agricultural form. Shared farming is mainly based on the farm, and is applied and reflected in the activity relationship between farmers and customers. This includes a series of activities such as dining, lodging, living, and commercial transactions carried out by tourists at the farm, thus realizing a shared structure model in which consumers share all the resources of the farm (Zeng Anyi et al., 2019) [6]. The combination of "historical monuments" and "shared farms" can better add new vitality and drive the development of cultural tourism and agriculture. The integration of the two can not only complement each other, but also complement each other in terms of consumer innovation, cultural heritage, and industrial development, and they are in line with the development of the times and the requirements of the times, to a certain extent, revitalize agricultural and rural resources and historical and cultural resources, and become an important driving force to promote rural revitalization and urban economic development, and even consumer expansion and Chinese cultural heritage. Kunshan City, Jiangsu Province, is densely populated with ancient towns and villages, and the local Agriculture and Rural Affairs Bureau is comprehensively promoting the deep coupling of culture, tourism, and agriculture. 2021 is fully promoting tourism projects such as a one-day tour and multi-day tour of the beautiful countryside. At present, the launch of the countryside open to the public shared farm (rural B&B) reached 6, with more than 1,000 rooms. in 2020, the leisure agricultural tourism base of Kunshan City reached 107, receiving 3.87 million visitors and a business income of 1.01 billion yuan (Sun Baoping, 2021) [7]. Therefore, the organic combination of contemporary shared farms and historical monuments can extend the value chain and economic chain, expand the consumer supply chain and industrial chain, and realize the integration of farmers' income and technology importation and urban-rural exchange based on promoting Chinese traditional culture, maintaining the ecological environment and historical and cultural heritage, which greatly promotes the effective realization of high-quality development of rural revitalization strategy.

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