

Research on the Development Strategy of Creating Agricultural Industry from the Perspective of Informatization

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Abstract. Under the background of the rapid development of modern information technology, agricultural production has also taken the high-tech express train, from the traditional agricultural development mode to the new agricultural development mode. In recent years, the No. 1 document of the Central Committee and the report on rural work have proposed to vigorously develop the work of "agriculture, countryside and farmers", improve the economic efficiency of agriculture, increase the added value of agricultural products, and narrow the gap between urban and rural areas. Shaanxi Province is a big agricultural province. The good development of new agricultural formats in Xi'an has a reference significance for the development of new agricultural formats both inside and outside the province.

Keywords: Promotion of information technology, agriculture, industry development.

1. Development of Wenchuang Agriculture in Xi'an

In recent years, with the implementation of "One Belt and One Road", "Guan-Tian Economic Zone", "Western Development Strategy" and the further development of Xi'an's internationalized metropolis construction, the comprehensive agricultural production capacity of Xi'an has been greatly improved, the leisure agriculture has developed vigorously, and the pattern of the development of Agricultural Clusters with urban characteristics has become increasingly obvious. In addition, the interaction of urban and rural resources, the flow of urban capital, technology and talents to the countryside, the wide application of "Internet+" modern agroforestry technology, the infiltration of traditional agroforestry and Internet and e-commerce, the extension of processing industry, and the progress from single productive output to multi-functional output. Promote the development of modern agriculture and forestry with modern service industry. Through various forms of joint and cooperation, we can extend the industrial chain and expand its functions, form the industrial system and value realization system based on agriculture and forestry, and promote the development of related industries and regional economy.

The integration of agriculture and cultural creative industries is based on their internal and external links in industrial structure and content. Natural resources, agricultural culture and ecological resources in the process of agricultural production are the basis for the integration of agricultural system with other industries, and play an important role in the transformation and upgrading of agricultural integration with other industries. The involvement of cultural and creative industries provides cultural symbols, creative elements and intellectual support for the development of agriculture, which is rooted in the regional ecological characteristics and coordinates the development of diversified agriculture.

2. Investigation and Research on the Present Situation of Agricultural Development in Our City during the 13th Five-Year Plan

The data used in this study are from the survey group's typical examples of tourism and leisure agriculture development in May 2018-the judgment sampling survey of farmers in villages of Qujiang Agricultural Exposition Park in Xi'an, First Water Street Agricultural Park in Shahe China, Pomegranate Eco-leisure Manor, Whale Valley Agricultural Tourism Park in Xi'an, Yuxing Weihe Modern Ecological Agricultural Park in Huxian, Xi'an. Check. Based on the principle of representing the overall development of the region or the village, the survey villages and the farmers interviewed were selected, and one farmer was selected for each survey village to conduct the survey. The main purpose of household survey is to understand the impact of agricultural development on agricultural

structure adjustment, farmers' income increase and rural ecological environment. Taking the tourism and leisure agriculture in Xi'an as the research object, the research group explores the development path of Wenchuang agricultural industry from the collection and comparison of data.

Table 1. Sources of Investment in Tourism and Leisure Agriculture

Option	Frequency	Percentage
Government	97	56.4
Village collective	11	6.1
Peasant household	213	84.2
Private Enterprise	86	51.3
Other	4	2.1

From the source of investment in tourism and leisure agriculture (Table 1), the main investors are government, farmers and private enterprises, accounting for 56.4%, 84.2% and 51.3% of the households surveyed, respectively. The government mainly provides transportation, communication and other infrastructure and related public services. Farmers mainly invest in the renovation of idle houses and the construction of catering facilities. Private enterprises focus on the integration and large-scale investment of agricultural resources based on tourism service concept, service content and management mode.

Table 2. Main Problems in the Development of Tourism and Leisure Agriculture

Existing problems	Frequency	Percentage	Existing problems	Frequency	Percentage
Inadequate government input	219	71.2	Lack of strict product specifications	104	40.3
Lack of enterprise investment	58	19.8	Lack of environmental awareness	117	38.2
Farmer households are not well organized	124	45.7	Other	26	10.6

The results of the survey (Table 3) show that the main reasons for the problems are insufficient policy support such as government investment, poor organization of farmers, poor environmental quality of tourists and lax regulation of characteristic agricultural products, accounting for 71.2%, 45.7%, 38.2% and 40.3% of the investigated farmers respectively. The insufficient follow-up investment of the government leads to the insufficient system and perfection of infrastructure construction, which restricts the development of tourism leisure agriculture. Farmers' cooperative organizations are not only small in number, but also low in degree of organization. It is difficult to effectively safeguard their legitimate rights and interests in market competition. Tourists' environmental protection quality is not high, their awareness of environmental protection is not strong, and their tourism behavior is uncivilized, which affects the market image and characteristics of tourist areas. Lack of system and lax execution of Fan have led to the flooding of counterfeit and inferior products in the market and disrupted the orderly development of tourism product market.

3. Strategic Approaches to Innovative Development of Agricultural Industry in Wenchuang, Xi'an

3.1 Innovating the Development Mechanism and Management Model of Wenchuang Agriculture in Xi'an

Through "cultural creativity", agriculture has become a new form of agriculture with high cultural and artistic content and added value, which can enhance the added value of agricultural industry and avoid homogeneity.

Xi'an has a long history and culture, brilliant revolutionary culture, unique folk culture and modern culture with considerable strength. Cultural resources are very rich, but the research, excavation and utilization of cultural resources are not enough, and the integration of existing cultural resources is not enough. At present, there is no distinct regional culture with cluster characteristics. The development of cultural resources is limited, and there is a lack of strong brands. However, some unique cultural resources in Xi'an, such as Qin Opera Art, Chang'an Drum Music, various folk crafts and cultural relics, lack corresponding publicity, packaging and creativity, or rely solely on the original traditional way of marketing. Although many leisure agricultural demonstration parks are rich in agricultural resources, they are relatively single in product design. They are mainly presented in the form of "farmhouse entertainment". They are just sightseeing or picking activities. Their cultural popularization and knowledge interest are not fully reflected. Most of them are only one-hour or one-time tours, and the rate of re-tours in some areas is low.

3.2 Actively Develop Agricultural and Cultural Industries

We will vigorously develop agricultural and cultural industries. We should give full play to the economic functions of tourism and leisure agricultural culture, ecological agricultural culture and creative agricultural culture to expand cultural industries. Leisure and sightseeing agriculture is an important development mode of agricultural and cultural industry, and its development momentum is rapid at present. Leisure and sightseeing agriculture integrates production, life, ecology and culture, embodies the basic characteristics of "green, leisure, participation and experience", and provides a carrier for people to return to nature, enjoy rural scenery and experience farming culture. A kind of

The core of brand culture with agricultural product characteristics is agricultural culture, which is the spiritual symbol of humanistic value, quality value and social and cultural characteristics condensed by the brand. Brand building is particularly urgent in the development of local products. Shaanxi traditional agriculture has bred many famous and special agricultural products, such as "Hutai No. 8" grape, Lintong pomegranate, Zhou Zhi Poria tea, Zhongnan Xuxiang kiwifruit and other local varieties, which form a unique style in taste, flavor and nutrition, and have distinct regional characteristics and unique cultural charm. To make leisure tourism, leisure agricultural culture and creative agricultural culture stronger, we must implement the brand strategy of agricultural culture, establish brand awareness, make full use of resources, combine creative articles, implant scientific and technological elements, and realize the progressive development of brand culture - brand products - brand enterprises - brand cities. Chinese style

3.3 Strengthening the Construction of Modern Agricultural Culture Informatization Project

In the "Internet+" agricultural operation mechanism driven by market demand, the market is the main body of resource allocation and the main channel of interaction between participants in the mechanism. Because consumers have different demands on the quality, quantity and price of agricultural products, in order to meet consumers' needs, agricultural information technology service enterprises, e-commerce enterprises and agricultural producers, under the constraints of their own economic conditions, natural conditions and operating conditions, take the initiative to use information technology and information services to improve product quality, increase supply and improve service efficiency. At the same time of market demand, we should maximize our own economic interests. In addition, the popularity and application of the Internet has reduced the information asymmetry among producers, markets and consumers of agricultural products. In the process of agricultural products trading, the transaction costs of agricultural producers and consumers can be reduced by adjusting the circulation mode, reducing intermediate links and order-based production, so as to achieve win-win situation for all parties involved in the mechanism.

3.4 Diversification and Interaction of Communication Channels.

At present, there are no self-built websites or Wechat public numbers in many agricultural towns or bases in Xi'an. The main way to disseminate tourism information comes from the official announcement of Xi'an Municipal Government, with a small audience. We should speed up the

promotion of self-built websites, Wechat public platforms, marketing accounts, etc., and publish relevant information to tourism websites, and interact with emerging social media such as micro-video websites, so as to expand the channels of dissemination of their tourism image.

In the Internet era, public access to information is no longer limited to the government-led one-way traditional mode of communication. Through mobile Internet platform, people can access and publish information, share travel experience and consult tourism information anytime and anywhere. Through reading other people's micro-blogs, Ctrip, Tuiiu, Horse Honeycomb, Donkey Mother and other popular tourism enterprise platforms, users can share and consult tourism information online. Release travel experience and experience, interact with operators and guide potential tourists. This way makes users not only the object of receiving information, but also the main body of disseminating information, and enhances the dissemination effect of tourism image.

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