

Research on the Problems of Modern Rural Sightseeing Agriculture in Jiangbei District in Its Development to be Emphasized and on Its Countermeasures

Taking Wubao Town as an Example

Baisong Lu

Department of Art
Chongqing Aerospace Polytechnic College
Chongqing, China

Lu Tan

Urban and Rural Construction Branch
Chengdu Agricultural College
Chengdu, China

Abstract—This paper studies the development of modern rural sightseeing agriculture in Wubao Town, Jiangbei District, Chongqing, and expounds the status quo, opportunities, prospects and favorable conditions of the development of modern rural tourism agriculture in China. It clearly analyzes the employment market, environment and situation of modern rural tourism agriculture, and believes that it is a favorable opportunity for China to develop sightseeing agriculture. The employment market is loose, the entrepreneurial project is mature, and the development prospects are very broad. With the continuous improvement of people's living standards and the accelerating pace of life, objectively providing market conditions for the development of modern rural tourism agriculture has brought opportunities. The development of tourism agriculture in most parts of China is still in its infancy. As the most promising agricultural tourism in the sunrise industry, there will be huge market opportunities in the next few years.

Keywords—*sightseeing; agriculture; tourism; sustainable; ecology*

I. INTRODUCTION

The 18th National Congress of the Communist Party of China proposed to vigorously promote the construction of ecological civilization. Faced with the severe constraints of resource reduction, serious environmental pollution, and degraded ecosystems, people must establish an ecological civilization concept that respects nature, conforms to nature, and protects nature, and puts ecological civilization construction in a prominent position. It is necessary to integrate all aspects and whole processes of economic construction, political construction, cultural construction, and social construction, and strive to build a beautiful China and realize the sustainable development of the Chinese nation.

The report of the 19th National Congress pointed out that it is necessary to adhere to the priority development of agriculture and rural areas, and establish a sound system and policy system for urban and rural integration development in

accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life, and accelerate the advancement of agricultural and rural modernization. The report fully expresses the importance attached to the rural areas, guarantees the basic elements such as the development of rural tourism land, encourages the development of the tertiary industry, and provides a powerful condition for the development of rural tourism.

This paper analyzes the mechanism of rural tourism promoting the development of modern agriculture. Rural tourism is the mutual penetration of agriculture and tourism. This not only enriches the content of tourism activities, but more importantly, it extends the tourism industry to the agricultural industry sector, so that tourism has the opportunity to better serve agriculture, promote the transformation and upgrading of agriculture, and revitalize agriculture.

According to the "Twelfth Five-Year Development Plan of Jiangbei District", the water-level-fluctuating zone of Wubao Town, the Yangtze River and Jialing River Reservoir Area, and the key ecological function zones of Tongluo Mountain and Mingyue Mountain need to limit large-scale and high-intensity industrialization and urbanization development. It is necessary to adapt to the requirements of the main functional area, improve the planning system, and promote the coordinated development of regional health. It is necessary to explore the path and model innovation for coordinating urban and rural development, grasp the development opportunities of Wubao as a demonstration town for suburban new rural villages, and accelerate the pilot work in areas such as land transfer and farmers becoming citizens. The introduction of high-end eco-organic agricultural products will promote the integrated development of agriculture, industry and trade, and create an ecological theme town that integrates eco-tourism, modern agriculture, and sightseeing agriculture, and strives to create a national-level modern rural tourism agricultural demonstration park.

II. THE DEVELOPMENT STATUS AND ADVANTAGES OF MODERN RURAL SIGHTSEEING AGRICULTURE IN WUBAO TOWN

A. Geography and Transportation

Wubao Functional Zone is located at the eastern end of Jiangbei District, Chongqing City. It is located on the north bank of the Yangtze River, surrounded by water on three sides and backed by the Mingyue Mountains. In the southeast, Mudong Town in Banan District is across the river, west is bordered by Yuzui and Fusheng, and the north is bounded by Yulin River. It is located across the river from Yulin Town, Yubei District. It is about 54 kilometers away from the Guanyin Bridge in the central business district of Jiangbei District. It is located at the junction of the Yangtze River and the Yulin River. The existing road mileage of the town is about 80 kilometers and the hardening rate is 90%. There are three roads to enter and exit the Five Treasures. One is through the Changchun Expressway to the Wubao under the arrowhead bay, the other is from the fish mouth along the Yangtze River around the Panshan Highway to Wubao, and the third is directly from the Yufu Industrial Park through the Fuwu Tunnel.

It has abundant geothermal resources. The geothermal water distribution area is the red hilly section of the southern part of the Yuexia, north to the Yulin River and south to the north bank of the Yangtze River. Geothermal water is mainly buried in the ground for hundreds of meters to 2,000 meters underground. The thermal reservoir belongs to the formation limestone of the Triassic series Jialingjiang Formation. The two hot springs around the base are 34 °C and 33 °C respectively. The Wubao Hot Spring geothermal drilling designed by Nanjiang Hydrogeology Engineering Geology Team of Chongqing Geological Prospecting Bureau in January 2008 is located in the northern part of the base. The designed well depth is 2060 meters and the water temperature is about 45 °C. The estimated allowable mining volume is 800 cubic meters per day.

There are river views, cliffs and terraces, and the visual effects are abundant.

It is an important node for bird migration in western China and an important ecological sensitive area in the eastern part of the Sichuan Basin.

B. Climate Characteristics

The Wubao functional area belongs to the tropical monsoon humid climate of the Sichuan Basin. The climate is mild, the rainfall is abundant, and the four seasons are distinct. The average annual rainfall is 1085.3 mm, the average annual relative humidity is 79%, and the sunshine time is 1243.8 hours. The average annual wind speed is 1.3 m/s and is of 69.3 foggy days.

C. Landform

The plan carried out a comprehensive analysis of the topography and landform of about 20 square kilometers of land within the topographic map, mainly from elevation, slope, slope direction, geological environment and flood disasters. On

this basis, a comprehensive evaluation of land suitability is formed.

D. Wubao Cultrve

Wubao Functional Zone has a long history and profound cultural heritage. The ancient Ba Country or Ba County has a history of more than 2,800 years. In the 24th year of Qing Emperor Qianlong, the five treasures were assigned to Jiangbei Hall from Ba County (later changed to Jiangbei County). In 1995, Chongqing became a municipality directly under the Central Government, and the Wubao Functional Area was placed under the jurisdiction of Jiangbei District from Jiangbei County. On the banks of the two rivers, there are the remains of Ba people, the tombs of the Han Dynasty, the remains of the cliff tombs, and the military facilities of the Song, Yuan, Ming and Qing Dynasties. According to research, Wubao is the most prosperous in the Ming and Qing Dynasties. It has built ancient temples, schools, and towns. The origin of the name "Wubao" has a long history and a lot of legends. This is inseparable from the refuge of the Ming Dynasty Emperor Jianwen Zhu Yunwen. The folk culture activities represented by the "Yearly pig culture festival" are rich and colorful in the town. The scholarly culture represented by the "Brother house" is deeply rooted in the countryside.

III. PROBLEMS IN THE DEVELOPMENT OF MODERN RURAL SIGHTSEEING AGRICULTURE IN WUBAO TOWN

A. The Degree of Development is Not High, the Resource Utilization Rate Is Insufficient, and the Penetration Rate of Municipal Facilities is Weak

At present, the development intensity is not high, the urban-rural integration process is slow, and the development foundation is weak. Everything needs to start from the beginning, and urban and rural development is difficult. There are many kinds of resources, but their richness is not high, and there are no rare animal and plant resources. There are not many historical attractions such as Tianbaozhai and Sijiawan, and the amount of hot springs is not large. The estimated allowable mining volume is 800 cubic meters per day. And the resources are highly substitutable and do not have too many unique features. Although Wubao is now fully covered by communications and power engineering, the gas is only covered by the town. Moreover, the water supply and drainage systems have not yet fully developed the infrastructure development conditions, and need to be re-planned, which provides a major problem for Wubao urban and rural planning.

B. The Primary, Secondary and Tertiary Industries are Sluggish, the Economic Income is Low, and the Proportion of the Population is Not Coordinated

Wubao Functional Zone is one of the few agricultural towns in Jiangbei District of Chongqing, with agricultural production as the mainstay. The villagers are self-sufficient in agricultural products and have good agricultural development conditions. However, the export situation of agricultural products is not good, and a large number of surplus products are rotten and muddy due to poor export conditions. At the same time, there is almost no secondary industry in the Wubao

functional area. The tertiary industry only exists in the streets of the Wubao functional area, and the industrial development is stagnant.

Most of the agricultural products of rural residents are self-sufficient and self-selling, and they are freely traded in the town to earn income. Most young people choose external work and choose employment in the main urban area not far from the town, thus increasing the annual income of each villager. But in general, the total income of the villagers is not high, and the source of income is narrow. The population composition of the Wubao functional area is seriously dysfunctional. The proportion of the elderly population is one-seventh, and the aging is serious. Most young people choose to work in the main urban area of Chongqing or other big cities. The number of migrant workers in each village accounted for about 40% of the total number of villages, and the phenomenon of "hollow villages" appeared. The level of education is mostly in the middle and high schools, and the level of education is generally not high.

C. The Accessibility of the Area is Poor and the Supporting Facilities are Lagging

Part of the land is located in the geological disaster area, mainly distributed in the southern part of Wubao, along the Yangtze River. The observation effect of this area is good, but it cannot be fully utilized due to the impact of geological disasters, resulting in the loss of added value of the plot. Mingyue Mountain brings the green oxygen bar to the Wubao, and it also brings the barrier of the original traffic, affecting the connection between Wubao and the external environment. Although the connection tunnel is opened today, it is still not convenient to communicate with the outside. This is a major drawback of the development of Wubao. The integrated tourism service function of the central city is relatively low. The six elements of tourism, such as eating, living, traveling, traveling, purchasing and entertainment, cannot be balanced, and the supporting infrastructure construction is lagging behind.

IV. SUGGESTIONS ON THE DEVELOPMENT OF MODERN LEISURE AGRICULTURE IN WUBAO TOWN

A. Introducing Cultural and Creative Industries

In recent years, China's creative industry has developed greatly. Especially in Hong Kong and Taiwan, the creative culture industry is rapidly emerging at an unprecedented rate. Shanghai, Shenzhen, Chengdu, Beijing and other cities are actively promoting the development of creative industries, and are building a number of creative industrial bases with pioneering significance. The creative industry is a combination of cultural and artistic creativity and commodity production, including performing arts, film and television, publishing, art and antiques markets, music, architecture, advertising, digital entertainment, computer software development, animation, fashion and product design.

The introduction of cultural and creative industries in Wubao Town can establish a group of high-profile creative industrial parks, and gather a group of creative and creative

talents. It is also possible to vigorously carry out traditional towns, music festivals, art festivals and various design exhibitions. The cultural and creative industry has packaged and promoted the overall image of Wubao Town, which has formed a certain agglomeration effect in creative design.

Wubao Town can develop and renovate and use traditional old buildings. Through the reconstruction of old houses, a number of unique creative work parks or homestays can be formed.

The main body of the creative industry is the individual, and the industries of culture and art are individual industries. Painters, writers, and artists are freelancers. At the same time, the relaxed social public opinion environment that encourages innovation and inclusiveness also promotes the development of creative industries. Cultural and creative companies are responsible for unified marketing, packaging and promotion.

B. Expanding the Scale, Highlighting the Characteristics, and Being Good at Innovation

Modern rural tourism agriculture must be developed on a large scale. Only by expanding the scale can products of different structures and levels be produced. While expanding the scale, companies must highlight their own characteristics, and only with the characteristics can attract more tourists. At the same time, the government can provide free space and services to introduce cultural and creative enterprises. Using cultural and creative enterprises, combined with local culture, we can continuously introduce new products with different characteristics. Only in this way can Wubao Town continue to attract customers and not let customers experience aesthetic fatigue.

C. Implementing and Improving Administrative Functions and Responsibilities

First, it is necessary to set up a government department dedicated to modern rural tourism agriculture as soon as possible. The department is responsible for coordinating the work between different government departments, such as the Agriculture Bureau and the Tourism Bureau, while managing and supervising the development of modern rural tourism agriculture. Second, the government departments should make a scientific assessment of the modern rural tourism agricultural resources and market potential in the region, make overall plans, and guide enterprises to invest in science. This will not only improve the efficiency of enterprises, avoid redundant construction, but also reduce the damage to natural resources.

D. Making Rational Planning and Strengthening Management

It is necessary to make full use of the natural landscape of Mingyue Mountain and abundant hot spring resources, excavate "mountain, water, spring, forest, gorges". Taking ecological agriculture and healthy farming as the leading industry, Wubao Town can build ecological industry belts such as "Valley Wetland Park", "Ecological Theme Manor" and "Health Sports Park" to form an ecological conservation base, a health and wellness center, a leisure activity camp, a holiday tourism town, and a business and leisure highland. Focusing

on the theme of “Three rivers surrounding Mingyue Mountain, Wubao means health”, through the planning and construction, it gives Wubao Town five functions of ecological conservation, recreation and sports, agricultural tourism, old-age health and leisure.

V. CONCLUSION

Modern rural tourism agriculture is a new type of industry, and theoretical research is gradually deepening. It is necessary to use a scientific approach that integrates theories of ecology, aesthetics, economics, and sustainable development, to follow the basic idea of “proposing a problem - analyzing the problem - solving the problem” and coordinate the relationship between eco-agricultural production and leisure and sightseeing, taking into account the coordination of economic, social and ecological benefits. It reflects the organic combination of recent benefits and long-term benefits, and promotes the sustainable development of modern rural tourism agriculture. With the acceleration of economic growth, modern rural tourism agriculture will flourish. It is not only a key development area for future agriculture, but also a new growth point for the future development of tourism. By creating a modern rural tourism agricultural brand, and enhancing the city's popularity, Wubao Town's modern rural tourism agriculture has distinct regional characteristics. In recent years, the vigorous promotion of networks, service hotlines, television, radio, newspapers, magazines, etc. has attracted more and more tourists' attention. Through the all-round serialization of the theme tourism products, the relevant departments strive to convey to the target consumers a clear and vivid theme brand image, thus creating a modern rural tourism agricultural brand. Tourism is a well-known economy, and tourism promotion is urban marketing. While the park continues to develop, it is inseparable from the continuous focus on the sustainable development strategy of tourism agriculture. With the tense, environment, policy, consumption, and peripheral changes, more scientific planning and design is needed. It is necessary to combine the market, design and project innovation, industrial support, technical content, and industry joint mechanism planning to stabilize the existing industrial resources in order to make the design parallel with the development of the park. In the process of publicity, while highlighting the characteristics, it is necessary to pay attention to the overall promotion, so as to start the city brand and improve the city's popularity. Tourism agriculture is also a good development direction in the future.

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