

Research on the Development Path and Measures for Leisure Agriculture Tourism in the Guangdong- Hongkong-Macau Greater Bay Area

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ABSTRACT

By analyzing the current development of leisure agriculture tourism, including the favourable conditions and problems, in the Greater Bay Area, this paper aims to put forward the principles as well as development path and measures for the development of leisure agriculture tourism in this Area. In this paper, five development paths and countermeasures have been proposed. They are (1) Breaking through the institutional constraints and setting up cooperation mechanism, as well as to improve service and management level. (2) Encouraging other enterprises and capitals to be involved. (3) Changing the dual structure between urban and rural areas to promote the leisure agriculture tourism development. (4) Developing various forms of leisure agriculture tourism with local characteristics based on local conditions and resources. (5) Strengthening marketing of leisure agriculture tourism through different channels.

Keywords: *Leisure agriculture tourism, development path and measures, the Guangdong-Hongkong-Macau Greater Bay Area*

1. INTRODUCTION

According to Wu Kaijun[1] with the policy of Belt and Road, research of tourism in the Greater Bay Area has become one of the hot topics in regional tourism. In 2019, Chinese government issued the document of The Development Plan for Guangdong-Hong Kong-Macao Greater Bay Area. According to this plan, we are aiming to construct the leisure bay area to become the world-class tourism destination, which shows the direction for the development of tourism industry in the Greater Bay area. Among the leisure tourism in the Greater Bay Area, leisure agriculture tourism is of great importance. Liu Shaohe[2] points out that integration of city cluster in the Greater Bay Area has enormously contributed to the forming of metropolitan leisure tourism in this area. The combination of rural tourism and modern agriculture, as well as local culture can create more job opportunities and enables the local farmers to work or to start business in their hometown or in the nearby place, so that farmers in the rural area can get rid of poverty more easily, which plays an important part in poverty alleviation in China recently. According to Zeng Lisha[3], leisure agriculture tourism is an important part of modern metropolitan agriculture. In recent years, with more and more income and leisure time for residents in the Greater Bay Area, leisure tourism is in great need. The residents in this area tend to return to the nature and enjoy rural sceneries as well as colourful folk

customs in the countryside. Zhang Shuang[4] points out that, leisure agriculture tourism has become more and more popular with Chinese people as a new way of leisure tourism. Therefore, how to develop leisure agriculture tourism in the Greater Bay Area has become more and more important.

This paper aims to put forward some important principles as well as useful paths and measures for the development of leisure agriculture tourism in the Greater Bay Area, which could be valuable for the government, organizations or enterprises to make decisions, so as to promote healthy and orderly development of leisure agriculture tourism in the Greater Bay Area. Firstly, this paper presents the favourable conditions and problems of leisure agriculture tourism development in the Greater Bay Area currently. Secondly, based on the current favourable conditions and problems, the paper puts forward some important principles for the development of leisure agriculture tourism in the Greater Bay Area. Lastly, based on part 2 and part 3, this paper proposes some useful paths and measures for the development of leisure agriculture tourism in the Greater Bay Area .

2. THE CURRENT DEVELOPMENT OF LEISURE AGRICULTURE TOURISM IN THE GREATER BAY AREA

Yuan Lin[5] points out that with enormous tourists sources in the Greater Bay area, Guangdong province has tentatively developed the leisure agriculture tourism into a system combing rural tourism and leisure agriculture products. In this part, we will discuss the favourable conditions and the problems of leisure agriculture tourism development in the Greater Bay Area at present.

2.1. Current Favourable Conditions for Leisure Agriculture Tourism Development in the Greater Bay Area

Zhang Mei[6]points out that, Guangdong province , especially the Pearl River Delta, has a good foundation for the agriculture development. With leading position in terms of economy development, the Greater Bay Area enjoys big potential for the leisure agriculture development. Generally speaking, it boasts the following favourable conditions for the leisure agriculture development nowadays.

2.1.1. Advantageous geographical position and convenient transportation

Located in the Pearl River Delta, the Greater Bay area has obvious advantages in geography position. It not only belongs to the coastal area, but also the core area for the Belt and Road Initiative. In this area, the transportation is outstandingly convenient, including flights, high-speed railways, waterway etc. With Shenzhen, Guangzhou and Hongkong as the most influential aviation hubs around the world, the number of ports and flights ranks at the top in the world. For transportation in the Greater Bay Area except Macao, high-speed railway can reach any city within thirty to sixty minutes, which is rather important for the movement of tourists.

2.1.2. Beautiful natural environment and rich cultural resources

In the Greater Bay Area, with a vast of water, there are many rivers and streams crisscrossing each other. Because of this, many fertile farmlands and wetlands have come into being, where lots of agricultural products can be produced. Besides, beautiful water sceneries with South China characteristics can be seen as well, e.g. there are such banana tree sceneries as moving bananas from one place to another by rowing a boat, small boats among the banana trees etc. There are also some famous sea ports with beautiful ecological sightseeing, such as Humen Port in Dongguan City, Nansha Port in Guangzhou City etc. As

there is vast water in the Greater Bay Area, there are many ponds, aquaculture farms for fishery, which are also ideal places for watching fish and fishing. With broad farmlands, there are also many landscapes of banana planting, flower planting as well as modern farming culture landscapes with large agricultural machinery.

Besides natural environment, the Greater Bay Area is also rich in cultural tourism resources, which embodies the farming culture with unique water feature in Lingnan Area as well as festive culture. Yu Huarong[7]points out that leisure agriculture tourism is the combination of tourism industry and culture. The Greater Bay area belongs to Lingnan Area, and the special Lingnan Culture in this area is famous all over the country or even in the world. In the Greater Bay Area, we can enjoy the Dragon Boat Culture in the vast water area, the fishing light culture, Cantonese gourmet culture etc. in the nine cities in Guangdong provinces as well as Hongkong and Macau.

According to Liu Yutao in Table 1[8], leisure agriculture tourism resources in the Greater Bay Area can be roughly classified into the following categories currently.

Table 1 Classification of leisure agriculture tourism resources in the Greater Bay Area [8]

Resources categories	Main content
Rural landscapes	Fish and shrimp raising and fishing, banana plantation, rice plantation, litchi and longan plantation, vegetables and flowers production in greenhouse, vegetable garden and Lingnan Bonsai landscape etc.
Wetland landscapes	Crisscrossing rivers and streams, fertile farmland rich in farming products, moving bananas from one place to another by rowing a boat, small boats among the banana trees, Nansha Port, Humen Port etc.
Rural folk customs and farming culture	Lion dance and setting firecrackers in Spring Festival, Celebrating Lantern Festival, Dragon Boat Race in Dragon Boat Festival, Xianshui Song, fishing light etc.
Village cluster, village architectures and relics	Many ancient villages including Langtou Ancient Village in Guangzhou; Shawan Ancient Town in Panyu, banana culture garden in Machong Town in Dongguan etc.

2.1.3. Agreeable climate

The Greater Bay Area belongs to subtropical area. In this area, it is very warm within the whole year with sufficient sunshine, heat, as well as rainfall. The annual average temperature in this area is 22.3°C. Therefore, it is suitable for many crops to grow here. In the four seasons of a year, flowers are in bloom and fruits can be seen everywhere. In the rivers and streams, fresh seafood can be found anytime.

2.1.4. Preferential policy from governments at all levels

Zhang Shuang[4] points out that, currently, there are many preferential policies from governments at all levels in China for rural revitalization all over the country, including the Greater Bay Area. In the 19th National Congress of the Communist Party of China in 2017, the Chinese government proposed that rural revitalization would be an important part of government work. In 2018, the central government issued the document of “Rural Revitalization Strategic Plan (2018-2022)”, which has provided a new opportunity for the development of modern metropolitan agriculture in this area. Besides, from 2012 to 2019, the Guangdong Provincial Government has selected a certain traditional and classical villages as the priority for development, e.g. Guhe Village in Zhongshan City, Qiangang Village in Guangzhou, Baisha Village in Dongguan. Until now, there are about 1,000 villages in this catalogue.

2.1.5. A great demand and market potential for leisure agriculture tourism in the Greater Bay Area

In the Greater Bay Area, the economy is highly-developed. With the rapid improvement of living standard and more and more leisure time, people are not merely satisfied with their material life, they turn to seek their spiritual enjoyment, among which travelling and sightseeing is the most popular with them. Liu Yutao[8] points out that rapid development of economy has resulted in various leisure tourism, and leisure agriculture tourism is one of the best-developed leisure tourism in recent years, and leisure agriculture tourism has gradually become a new economy growth point in Guangdong Province. More and more urban residents choose agriculture tourism for relaxation as a way to get close to nature. According to Zhang Mei[6], there is a great demand for leisure agriculture tourism. With fast development of economy and people's life, air pollution and noise in the urban area is becoming increasingly serious, and people at work are also under more and more competitiveness pressure. After living in cities for a long time, people are eager to seek a tranquil and beautiful place with fresh air to get close to the nature for relaxation. Leisure agriculture tourism is one of the

best choices. By joining agriculture tourism, people can live and eat in the farm house, take part in various farming activities, feast their eyes on the attractive farming sceneries, and experience the unique local customs. All these can extraordinarily meet the demands of the urban residents.

In addition, as Guangdong Province, Hongkong and Macau are adjacent to each other, many residents in Guangdong Province, Hongkong and Macau can conveniently join the leisure agriculture tourism. Meanwhile, numerous foreigners travelling via Hongkong, Macau and Guangzhou, Shenzhen etc. can also be attracted to be involved in the leisure agriculture tourism in this area. Therefore, there is a big market potential for leisure agriculture tourism in the Greater Bay Area.

2.2. The Current Problems of Leisure Agriculture Tourism Development in the Greater Bay Area

Though there are many favourable conditions for leisure agriculture tourism to develop in the Greater Bay Area, there are still some problems for its current development.

2.2.1. Low-level development in leisure agriculture tourism

Leisure agriculture tourism mainly includes countryside sceneries and individual farming rural sightseeing, e.g. picking fruits, fishing, farming catering etc. Most of the business is to sell the primary agricultural products or to provide basic renting services. The economic benefit is too limited, and industrial concentration is low. This kind of business does not combine tourism industry and commerce to form a stable profit model and system. For example, in the town of Machong of Dongguan, there are some sightseeing spots of pitaya plantation farms, which are for tourists to pick and buy fruits. Though the price for the fruits is lower than the usual price in the market, the economic benefit is not good enough for owners. In some fruit farms, there are also some catering services. However, all these services operate separately, and they can not meet the different needs of tourists, including catering, accommodation, sightseeing, shopping, entertainment etc at the same time and the same place.

What's more, on the whole, the management and service in leisure agriculture tourism is low, and the service standards differ greatly among different scenic spots. Many of the staff working on leisure agriculture tourism is in lack of necessary training, and service procedures in different scenic spots do not have standardizations. Most of the staff does not have a strong sense of serving tourists, and sometimes they even cheat the tourists.

In addition, leisure agriculture tourism products are not processed and designed with characteristics, and there are not enough culture and innovation elements in the products. Wu Kaijun[9] points out that, Though

Guangzhou is the birthplace and cradle of Lingnan culture, the development of its historical and humanistic culture is insufficient. Therefore, there is not a good profit model and the profit is not stable, so capitals and talents can not be attracted to the industry of leisure agriculture tourism. Also, large enterprises with strong finance and excellent human resources often don't want to invest in this area.

2.2.2. Lack of overall planning and innovation, brands with local characteristics can not be shaped

Due to the lack of macro-control and guidance from the government, there is not enough overall planning for leisure agriculture tourism in the Greater Bay Area. Some similar leisure agriculture tourism products are constructed repeatedly, and many artificial landscapes are built blindly. Zhang Hui[10] points out that, rural revitalization and leisure agriculture tourism is a long-term and arduous task, if there is no scientific planning and efficient operating mode, we may go in a wrong way. For example, agricultural sightseeing gardens in the Greater Bay Area are overheated, as many of them are built in the Pearl River Delta. Most of agricultural sightseeing gardens are located in Guangzhou, Shenzhen, Zhuhai, Zhongshan etc. For example, Qingqing Shijie in Shenzhen, Lotus World in Sanshui, Sea Manor in Zhongshan etc. Therefore, the agricultural sightseeing gardens are under great pressure for surviving, and it is hard for them to keep stable tourists sources and economic benefit.

Though many leisure agriculture tourism projects in the Greater Bay Area have tried to bring their advantages into full play, most of leisure agriculture tourism projects are similar to each other with few innovations, e.g. in such cities as Guangzhou, Foshan, Zhuhai etc. there are many similar orchards, or even in one city, e.g. in Guangzhou, there are many similar orchards. Liu Yutao[8] points out that, in the Pearl River Delta, there are not enough innovations in agriculture park, orchards, leisure farm, customs experience base etc. This results in lack of attractiveness for tourists, and it is difficult to set up leisure agriculture tourism brand with Lingnan characteristics.

2.2.3. A lack of enough advertising and marketing

As some leisure agriculture products has nothing to do with folk culture and local customs, and the government is usually limited to support agricultural festivals, so it is difficult for the government to give support to the upstream and downstream industries to increase the added value. Usually, celebrations for agricultural festivals are within a short time, and towns and villages do not advertise and promote the local leisure agriculture products very well, so the agricultural products can not be advertised on a large scale. Besides, owners of leisure

agriculture products do not implement enough marketing strategies. Usually, they don't have a good interaction with media, travel agencies for the advertisement of the leisure agriculture products. In addition, owners of leisure agriculture tourism products don't have sufficient and beneficial connection with large service enterprises in the local place, which may create good opportunities for the development of their leisure agriculture tourism business.

2.2.4. Destroying ecological environment during the development of leisure agriculture tourism

In some places, due to overdevelopment of leisure agriculture tourism, serious ecological imbalance has been caused in the Greater Bay Area. For example, in some orchards in this area, in order to obtain bigger profit, fruit trees are planted all over the hills and mountains, so many pesticides are sprayed. This not only causes terrible pollution to the underground water, but also leads to soil and water loss. Even in some places, in order to build roads for tourists to drive into the bush for excitement, some rare plants or animals in the woods suffer from being killed, and many of the habitats are badly destroyed.

3. PRINCIPLES FOR THE DEVELOPMENT OF LEISURE AGRICULTURE TOURISM IN THE GREATER BAY AREA

In the Greater Bay Area, there are nine cities from Guangdong Province around the Pearl River Delta, as well as Hongkong and Macau. Each city has its own advantages and disadvantages. When developing leisure agriculture tourism in this area, we should follow some important rules according to the current situation of leisure agriculture tourism development, so as to keep the harmony between human and nature as well as to present the local characteristics in the leisure agriculture tourism. In last part, the favourable conditions and problems of leisure agriculture development have been analyzed. According to this, some important principles that should be followed for the development of leisure agriculture tourism are presented in the following.

3.1. Principle of Ecological Harmony

In China, environmental protection and ecological balance are two of the most important factors for consideration during the economy development process. According to Zhang Shuang[4], ecology is the priority for the development of leisure agriculture tourism. In the Greater Bay Area, including Guangzhou, Shenzhen, Hongkong etc., economy is highly developed and it contributes a lot to the GDP. According to the current problems discussed in the second part, environmental problem is an important fact that we need to take into account. We shouldn't pay a

big cost to the environment and ecology during the process of leisure agriculture tourism development. Leisure agriculture tourism in the Greater Bay Area should be market-oriented and developed according to the specific conditions of each local place. Local sceneries and culture should be combined as a whole. By protecting local culture and inheriting traditions, we should coordinate the development of leisure agriculture and new countryside construction, agricultural development, comprehensive development and utilization, so as to achieve the harmony between landscape, ecological protection, tourism promotion and industry operation.

In the Greater Bay Area, the conditions and positioning of each city is different. For the eleven cities in the Greater Bay Area, they boast advantageously geographical location and agreeable climate. All these factors enable them to develop the leisure agriculture tourism and to keep harmony between human and nature. When developing leisure agriculture, we should take all these factors into consideration.

3.2. Principle of Foregrounding the Local Characteristics

Great importance should be attached to the combination of leisure agriculture tourism and historical culture. Based on the current resources, including natural landscape, farming plantation, modern agriculture science, agriculture culture as well as folk customs, the atmosphere of nature, ecology, freshness in the rural area should be created for the tourists, so as to show the unique charm of agricultural tourism in the Greater Bay Area. Ma Baoxia[11] points out that, local customs and culture should be highly developed and inherited to be presented to tourists. Take Guangzhou as an example, with agreeable climate and locating in the Pearl River Delta, many leisure agriculture scenic spots are constructed in Guangzhou, especially in Panyu district. In these leisure agriculture scenic spots, they not only offer the fun through leisure agriculture, e.g. participation in farming, enjoying the agricultural food with local flavor, but also present the local culture to tourists. For example, fishing light is a traditional custom in Panyu district of Guangzhou. The fishing light can be exhibited in the leisure agriculture scenic spots during the Lantern Festival or other festivals, so that local leisure agriculture tourism can be integrated with the local culture, which will be a great attraction for visitors.

3.3. Principle of Shaping a Brand

We should bring the resource advantages in the Greater Bay Area into full play, and foster the leisure agriculture tourism projects with prominently local characteristics. Individualized leisure agriculture products should be developed when variously fine leisure agriculture projects are on the way. In this way, a local and famous brand for leisure agriculture tourism can be gradually established.

For example, there is a famous saying in Guangzhou "Eating in Guangzhou". For the leisure agriculture tourism in Guangzhou, tasting local food can be shaped as one of the brands in the leisure agriculture scenic spots. Besides, in Nansha area of Guangzhou, due to the existence of numerous big or small rivers, boating can be another unique attraction and brand.

3.4. Principle of Culture Restoration and Upgrading

Qu Yukun[12] points out that, rural folk culture is an important resource of leisure agriculture tourism. The Greater Bay Area is located in Lingnan Area, where Lingnan culture is famous all over the country or even the world. In this area, due to the geographical location where there are many rivers, water culture is another feature. What's more, each city also has its own culture. For example, Jiangmen city, one of the cities in the Greater Bay Area, is a famous hometown for overseas Chinese. During the construction of leisure agriculture tourism project, the Lingnan culture and the local culture should be embodied in the leisure agriculture tourism. We should try to develop and inherit the locally traditional culture and integrate them into the development of leisure agriculture. For another example, Xianshui Song(咸水歌) is a traditional song in the Pearl River Delta area in the past, while now it is rarely heard. In the leisure agriculture tourism, when tourists are boating on the rivers in the scenic spots, some local residents can be arranged to sing this song for the tourists to enjoy the local culture in the past, so that the culture can be restored and presented to tourists.

Besides culture restoration, culture upgrading is also very important. According to Chen Zhanpeng[13], culture upgrading is the soul of leisure agriculture tourism and rural tourism. We can take festival creativity, industry creativity as the carrier to develop the creative agriculture. Scientific technology can be applied to illustrate the traditional agriculture culture and heritage.

3.5. Principle of integrating production with Leisure

Participation and experiencing in the farming production activities should be combined with learning knowledge, culture and enjoying fun together. In this way, tourists can not only conduct the farming production in the scenic spots, but also broaden their horizon and knowledge, enjoy themselves in the holiday, get close to nature, relax themselves, as well as appreciate folk culture and customs.

3.6. Principle of Regional Cooperation for Development

The development of leisure agriculture tourism should be regarded as an important part of the tourism resource in the area, and it should be developed hand in hand with other tourist attractions around, sharing various tourism resources together. For example, leisure agriculture scenic spots can be established in the nearby area of other tourist resorts. Because of the nearby tourist resorts, it is possible that there are sufficient and complete infrastructures, including convenient transportation, hotels, restaurants etc. The leisure agriculture scenic spots can cooperate with the tourist attractions nearby, supplementary to each other in terms of resources. They share the market, or cooperate to build the infrastructure, strengthen cooperation in project development, itinerary design, marketing and so on, so as to push forward the comprehensive development and utilization of regional tourism resources, and seek common progress and development.

4. DEVELOPMENT PATH AND MEASURES FOR LEISURE AGRICULTURE TOURISM IN GUANGDONG-HONGKONG-MACAU GREATER BAY AREA

According to the principles for the development of leisure agriculture tourism in the Greater Bay Area proposed in the previous part, five development path and measures are put forward in the following.

4.1. Breaking Through the Institutional Constraints and Setting Up Cooperation Mechanism for Leisure Agriculture Tourism in the Greater Bay Area

For better development of leisure agriculture tourism in the Greater Bay Area, the government and the non-governmental organizations should break through the current institutional constraints and integrate tourism resources in leisure agriculture tourism in the eleven cities in the area. According to Ma Baoxia[11], for leisure agriculture tourism, various aspects, including design and development of tourism area, promotion of agricultural products, accommodation, catering, transportation, medical care, fiancé etc. should work together effectively to promote the tourism quality. The eleven cities should set up cooperation mechanism in terms of information co-construction and co-sharing, tourism policy making, management collaborating, tourism talents & capital flowing and so on, so as to activate various tourism elements, including capital, agricultural technology, information, human resources in the area and make full use of them. Through this way, the leisure agriculture tourism in this area can enjoy an even greater platform and

more opportunities for development. Each city can be supplementary to each other and strengthen each other's competitiveness in the market, and finally obtain win-win cooperation.

For cooperation, influential leisure agriculture tourism forums can also be held as a synergic development platform for governments and tourism enterprises in the Greater Bay Area to communicate better with each other, seeking new and better cooperation.

4.2. Encouraging Other Enterprises and Capitals to be Involved in the Leisure Agriculture Tourism

For development, financing mechanism should be innovated actively. The idea "who develops and who benefits" is upheld, and the government should encourage various enterprises, privates funds, foreign capital to invest in the leisure agriculture tourism by means of buying a share, technology cooperation etc., so that vitality can be injected into the leisure agriculture tourism for better development. In the Greater Bay Area, which is the forefront of reform and opening up in China, there are many enterprises from home and abroad, including large ones, medium-size ones, and small ones. Due to geographical advantage, there will be a bigger chance and possibility for them to invest and participate in the leisure agriculture tourism in this area. The government should make preferential policies for other enterprises to be involved in the leisure agriculture tourism development. These enterprises can not only provide capitals, but also bring advanced management philosophy and agricultural technology.

4.3. Changing the Dual Structure of Urban and Rural Areas to Promote the Leisure Agriculture Tourism Development

Urban areas are the biggest center where tourists come from, while rural areas are where most of the leisure agriculture scenic spots are located. Under the background of all-for-one tourism development, leisure agriculture tourism and rural revitalization in the Greater Bay Area are closely related to each other. Liu Yutao [8] points out that, to realize rural revitalization and integration development between rural areas and urban areas by means of rural tourism plays an important role in increasing farmers' income. We should not only encourage the development of leisure agriculture tourism in the society, but also share the development fruits together by the sharing mechanism for benefit distribution, and improve the deployment mode for social resources by eliminating the dual structure of urban and rural areas. By this, we can share the resources and market in the urban and rural areas, and promote industry construction and economy development. Eventually, all the people in the rural and urban areas can share the development fruits of leisure agriculture tourism.

4.4. Developing Various Forms of Leisure Agriculture Tourism with Local Characteristics Based on the Local Conditions and Resources

The Greater Bay Area is located in the Pearl River Delta belonging to the subtropical monsoon climate zone with sufficient sunlight and rainwater, where lots of farming products can be planted and many poultry can be raised. Besides, this area is famous for the unique Lingnan culture, including the customs, festivals etc. Therefore, the Greater Bay Area should take advantage of these and develop various forms of leisure agriculture tourism to become attractive to tourists. In the following are some of the forms of leisure agriculture tourism that can be developed in this area. All these forms of development should be based on the protection of environment and ecological balance.

4.4.1. Farming activities for participation and experience

Farming activities for participation and experience is an important form of leisure agriculture tourism for tourists to be involved in the enjoyment. By opening orchards, tea gardens, ranches, flower fields or fish ponds, leisure agriculture scenic spots aims to attract tourists to come for planting fruit trees, vegetables, tea, flowers, fishing, raising animals personally, so that tourists can experience the fun of farming. Due to the agreeable climate in the Greater Bay Area, lots of fruit trees, vegetables, animals etc. can grow and live in this area. The eleven cities in this area can take advantage of these natural resources to develop the farming activities for tourists to experience.

4.4.2. Agricultural park

Based on the management and operation of a park, agricultural park is a place where agricultural production sites, agricultural consumption sites, and leisure tourism venues combine together. The products sold in the agricultural park are of great varieties, including fruits, vegetables, flowers, tea leaves as well as other agricultural products. Agricultural park is a complex for rural tourism. With local residential areas as the core areas, it is an integration of ecologically rural scenery, gardening rural landscape, modern agricultural production, as well as industrialized production. It perfectly presents the harmonious development between human beings and nature. In the Greater Bay Area, there are many beautiful rural areas, where there are vast and flat farmlands. This enables the local government to build the agricultural park with all these natural resources. The agricultural park can not only show the local agricultural culture, folk agricultural customs, local agricultural products to tourists, but also the latest agricultural technology. What's more, agricultural business relations can also be built in the park.

4.4.3. Base for agricultural science education

This form of leisure agriculture tourism is not only for agricultural production, but also for science education. In the scenic spot, with crops planted, poultry and livestock raised, as well as relevant agricultural facilities, this form of tourism aims to teach tourists knowledge on agricultural technology, farming history and culture, ecological agriculture, environmental protection and so on. Tourists can not only relax and enjoy fun, but also learn the knowledge. This form of tourism is especially popular with children, teenager students and urban tourists who have great interest in farming knowledge, animals and plantations. In the Greater Bay Area where the urban area are highly developed, children and teenager students rarely have the opportunity to get close to farming and nature. Therefore, leisure agriculture tourism for science education enjoys marvellous popularity among them.

4.4.4. Leisure agriculture tourism for folk culture

This kind of leisure agricultural tourism is to develop traditional songs and dances, folk arts, farming culture, folk customs, folk architectures, historical culture, festival celebrations etc. to increase the culture connotation in the leisure agriculture tourism, integrating the folk culture into the sightseeing. In this way, the local culture can not only be restored, but also upgraded. Tourists are from different places and they have their own folk customs and culture. When coming to a new leisure agricultural scenic spot, they can enjoy and feel a new culture, and this is a great charm for them. The Greater Bay Area is situated in Lingnan area, where the unique Lingnan culture is mysterious and extraordinarily charming. By learning Lingnan culture, tourists can understand the local customs, historical culture, folk arts and so on. The local government in the Greater Bay Area can take advantage of this and to develop this kind of leisure agricultural tourism.

4.5. Strengthening Marketing of Leisure Agriculture Tourism through Different Channels

For the development of leisure agriculture tourism, publicity and advertisement is of great importance. The government should build effective platforms and try their best to publicize and advertise the leisure agriculture tourism in the Greater Bay Area. Not only the government, but also the private owners should try to increase the marketing for themselves. There are many ways for publicity and advertisement, and "Internet plus" is a useful tool at present. In response to the social trend of "Internet plus", Internet technology should be widely applied to the development of leisure agriculture tourism, realizing the combination of Internet and leisure agriculture tourism.

In the Greater Bay Area, e-commerce is highly developed, and merely every one can access to internet easily. Through e-commerce, the government or owners can sell the leisure agriculture tourism products or agricultural products in an effective way, and promote the leisure agriculture tourism to a great extent. Besides Internet plus, the government and the owners can also advertise and conduct marketing by cooperating with travel agencies, TV commercials etc.

5. CONCLUSION

In the Greater Bay Area, which is an international city cluster, leisure agriculture tourism plays an important role. Great importance should be attached to the leisure agriculture tourism development in this area. To develop leisure agriculture tourism in this area, based on the favourable conditions and current problems, we need to adhere to some important principles, including principle of ecological harmony, principle of foregrounding local features, principle of shaping a brand, principle of culture restoration, principle of integrating production with leisure, principle of regional cooperation for development. Under the guidance of these principles, we should take appropriate measures to develop the leisure agriculture tourism, including: (1) Breaking through the institutional constraints and setting up cooperation mechanism, as well as to improve service and management level. (2) Encouraging other enterprises and capitals to be involved. (3) Changing the dual structure between urban and rural areas to promote the leisure agriculture tourism development. (4) Developing various forms of leisure agriculture tourism with local characteristics based on local conditions and resources. (5) Strengthening marketing of leisure agriculture tourism through different channels. By adopting these measures, we do hope that the Greater Bay Area is not only a highly developed area in terms of economy, but also a comfortable place to live and relax. Not only people in the urban areas become richer and richer, but also people in the rural areas turn to be wealthier and wealthier. Harmony between human beings and nature can be fully presented in this international area.

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