

The Leisure Agriculture Mode and Path of China

----Based on the Experience of Germany

Haifei Wang

Economics and Management College of Zhaoqing University, Zhaoqing, Guangdong 526061, China

ABSTRACT: The leisure agriculture not only has characteristics of tourism industry, but also it is not separated from the agricultural production, it becomes a kind of new form of agricultural production, getting the wide attention of scholars both at home and abroad. This paper starting from the concept and the function of leisure agriculture, through the analysis of the leisure agriculture mode of Germany and the current situation of Chinese leisure agriculture, uses the experience of German leisure agriculture development and actively explores new train of thought on the leisure agriculture development in China.

KEYWORD: Germany; Leisure agriculture; enlightenment

1 ABOUT THE LEISURE AGRICULTURE

1.1 *The meaning of the leisure agriculture*

There are a lot of designations for leisure agriculture; the common names are leisure sightseeing agriculture, sightseeing agriculture and rural tourism, etc. The basis of leisure agriculture still is agricultural production activities. The leisure agriculture has the characteristics of tourism and it is not separated from the agricultural production, however it has become a new kind of more efficient agricultural production form[1]. Leisure agriculture is the integration of the two kinds of resources, that is the agricultural landscape resources and resources; it realized the trinity of sightseeing, leisure, tourism, the trinity of producing, living and ecology and the trinity of agricultural producing, agricultural processing and leisure services. Leisure agriculture has become a current new type of agricultural production and operation. Leisure agriculture has commodity, seasonal, marketability, the harmony between human and nature, and many other features; currently it is a new way to fully tap the potential of agricultural development, adjust the structure of agricultural production, improve agricultural production environment and increase farmers' income[2].

1.2 *The function of leisure agriculture*

On the functions of leisure agriculture, we can analyze from the economy, society, culture, and environment protection four aspects. From the

economic level, the main function of leisure agriculture is to provide visitors with green, ecologic, safe and high quality agricultural products and leisure needs; promote the adjustment of agricultural production structure, and bring huge income for local farmers, which is conducive to the smooth development of new rural economic construction. From the social level, leisure agriculture become an important form to deepen interaction between urban and rural areas and narrow the gap between urban and rural, letting farmers never leave home can come into contact with the modern new ideas. Leisure agriculture also let visitors from the city experience the health care effect of rural natural environmental and deepen to understand and learn the knowledge of agriculture producing and living, playing health care and education function of leisure agriculture. From the cultural perspective, the development of leisure agriculture is to provide sightseeing, leisure, experience, vacation, entertainment and other services for visitors and it is bound to promote the development of folk culture, living culture and industry culture, which is conducive to the formation of local custom civilization and the development progress of rural culture, improve the quality and level of peasants' life. From the environmental protection level, only to attract visitors from the city and do a good job in the protection and improvement of ecological environment can ensure sustained and healthy development of leisure agriculture, so the leisure agriculture has obvious environmental protection function.

2 THE LEISURE AGRICULTURE DEVELOPMENT PATTERN OF GERMANY

When it comes to German leisure agriculture, the first thing to say is medieval German urban agriculture. In the middle ages, the Germans began to open up a piece of land to grow crops in his courtyard. The true meaning of urban agriculture originated in Germany in the 19th century. At that time, the government provided small barren hillocks to citizens, and the citizens through their own labor cultivated small hillocks into a "small fruit and vegetable garden". "Small fruit and vegetable garden" let citizens has the feeling of self-sufficiency in the production, as well as the pleasure of returning to nature. While contributing to city's green development, it becomes the paradise of Germans. Has developed so far, German leisure agriculture has resulted in the following three mature development models.

2.1 *The people farm model pushed by the government*

People farm is one of the main modes of leisure agriculture in Germany. People farm general consists of 50 households of citizens who jointly tenant collective land. The collective land rent by citizens generally provided by the government; the contract period deadline is 25 to 30 years. As long as citizens do not to sell agricultural products, the government will not interfere tenants what and how to run on the land. If tenant want to give up plantation management, he may choose to quit or rent; people farm will be continued leased to the new tenant, the reasonable input part of original tenant will be borne by the new tenant to continue. The German government has played a crucial leading role in promoting the development process of the people farm. The first One is to strengthen the guidance by macro planning. German government at all levels fully understand that government departments play a key role in promoting the development of leisure agriculture, they formulate overall plan for the development of leisure agriculture scenic spots from the macroscopic and establish a scientific and standardized development mode. As in the town of southern Germany Munich, in the implementation process of creative leisure agriculture project named "green belt", the local government asked the local farmers to separate their own vegetable patches into 60 square meters areas, the rent of lands are very cheap, the city people can rent them for half a year one-time. Before the mid-may each year, the preliminary works such as ploughing and sowing of the land generally are taken over by professionals. Every year in mid-may the city renter will come over the garden, and use 2-3 hours a week to do a good job of vegetable planting and management, etc. The

government has also made specific provision that in the process of planting and management chemical fertilizers is absolutely not allowed to be used, ensuring to carry out the ecological and environmental protection measures of the leisure agriculture. The second thing is to rely on a sound legal system as a guarantee. The people farm act promulgated by German government in 1919 is the first law of the people farm in the world. In 1983, Germany revised this people farm act. Now, whether farm life experience, farming experience or leisure services offered by citizens are in healthy operation under the legal framework of the people farm act. The third thing is to fully play the role of civil organizations. Such as the Munich municipal government initiated the establishment of the gardener Association; they do the most of the people farm work, and even employ professional staffs to manage the garden, which provide more convenience for the city people, at the same time, reduce the burden of the farmers, directly accelerating government's measures to promote and implement[3].

2.2 *Country museum mode which highlights the characteristics of local agriculture*

Country museum is a popular leisure agriculture development form in Germany and the whole Europe, but this kind of museum is rare in current China. In today's Germany, a variety of country museum are open. Country museum perfectly captures Germany local agricultural characteristics. The one is to show visitors the picture of local agriculture. Agricultural machinery that had been used or still in use are on display in the museum; they also present a working farm to the visitors to show the regional characteristic agriculture. The two is to show the local folk culture. In Germany's biggest country folk museum, visitors can enjoy a lot of culture collection in Thuringia folk museum; the collection mostly from rural life in Germany in the 19th century, including furniture, utensils, jewelry, textiles, glassware, ceramics, religious and folk art, they are not only very practical, but also have a strong rural folk style. The three is to pay attention to promote the organic agricultural products. Signs can be seen everywhere in the local country museum; those signs tell visitors the evolution of organic agriculture and the significance of environmental protection, and introduce a lot of organic agricultural products. In order to enlarge the sales channel of organic agricultural products, some of the museum also set up a farmers' market. Eggs and vegetables is one of the most common products in the market, in addition bread, cheese, meat, etc. also have a certain number of stalls. Museum sometimes also holds a organic agricultural products, honey, bread, the autumn harvest, ceramic, hand

dyeing cloth and other fairs, attracting a large number of modern urbanite to visit to choose and buy and making the museum lively and extraordinary

2.3 *Leisure farm mode that full of the concept of ecological environmental protection*

Most of German leisure farms are supported by forest or grassland, the development of the farm is full of ecological environmental protection concept. One is to create an ideal place for people to rest and recuperate mind. For example, in the suburbs of Munich, there is a piece of forest about 5000 hectares. There are rich forest resources there, in addition to the supply of wood, also playing a role of storing water, protecting against wind, purifying air, preventing soil and water loss, and other functions and becoming the backbone of the local ecological environment protection. A lot of people like riding this recreational activity. Each spring is coming, some riding enthusiasts hire farmers` horse and ride up to the vast forests and vast grasslands, and this feeling is very comfortable and unforgettable. Two is to closely integrate with the popular science education of environmental protection. Some schools and kindergartens arrange outdoor curriculums here, with the help of the ranger, let the children learn about the forest, trees, land, food chain, water, fire, and the related knowledge of how to tell direction. There are a number of enterprises take their team spirit training and expand training to the open forest, and the effect of the training is often quite ideal[4]. three is to implement the extensive operation. Such as Munich city removed tall fir in lowland swamp area and let the low plant get enough sunlight, but also try to get ponds be natural again, take the implementation of extensive management to the land and protect mountain pigeon, quail, and

rabbits, even Primula grass which disappeared for many years are flourish[5]. these practices are full of ecological environmental protection concept.

3 THE CURRENT DEVELOPMENT SITUATION OF THE LEISURE AGRICULTURE IN CHINA

3.1 *The development situation*

In China, Taiwan's leisure agriculture is at the forefront of the country, explores some mature development mode and accumulates a certain amount of development experience. The famous San JiaoHu agricultural leisure center was built in the 1970s in Taiwan Miaoli County. Until the 90s, leisure agriculture truly started to develop in mainland China. The long agricultural civilization, rich rural culture and colorful folk customs and the increasing leisure consumption demand in China have provided a broad space for leisure agriculture development. Enter the 21 century, some cities of which economy are relatively developed, such as Beijing, Shanghai and Zhuhai take the lead to carry on the bold attempt; Chinese leisure agriculture has a comprehensive development and the development trend is good. The theme park of leisure agriculture that provide agriculture recreation and leisure agriculture for city people emerged in large numbers in the suburbs of big cities. "The demonstration park of modern rural sightseeing agriculture "in Beijing is a good example. Shanghai leisure agriculture has developed rapidly in recent years, and gradually formed 6 characteristic lines, including the Chongming green agricultural leisure and agritainment sightseeing tour, Pudong high-tech modern agriculture park, Nanhui Haibin "flower" tour, Songjiang sightseeing and shopping tourism, the sightseeing of agriculture industrialization and agricultural science shopping tour.

Table 1: the three stages of the leisure agriculture development in China

Stage of development	time	The main form and change	Typical representative activity
The rise of the years	1980-1990	Spontaneously develop agricultural sightseeing tourism	litchi festival activities in Shenzhen; farm experience activities in Hebei laishui county
Preliminary development	1990-2000	Sightseeing leisure agriculture park was set up	Develop agricultural science and technology sightseeing garden ecological and agricultural sightseeing park and modern agricultural demonstration park etc.
The rapid development	2000-today	Sightseeing and vacation, leisure and entertainment, health experience, learning experience etc.	the "experience tourism" and "ecological tourism" etc, around China

3.2 *The management mode*

At present, there are three main kinds operation mode of leisure agriculture in China: the first one is individual farmer management pattern. Individual farmer`s management pattern is the lowest operating mode of leisure agriculture; its main body of

individual farmers` operation is individual farmers, individual farmers modify their own farming and animal husbandry market to rural tourism project, and they complete the tourist reception work by their own. Individual farmer`s management pattern is characterized by small scale, single function, and

low grade of products. The typical representative of Individual farmer's management mode is "agritainment" that prevailed in tourist areas in our country. The Second one is the farmer plus farmer mode. This mode is more than two farmers join up together to manage leisure agriculture project. Although this mode is higher than the low-level management pattern of leisure agriculture, but is still in the early stages of the leisure agriculture development; it only through the cooperation among farmers an jointly enjoy leisure agriculture development resources, share the operating income. Farmer plus Farmer mode is characterized by less investment, low management level; its reception capacity and driving effect is limited, the event and driving effects is limited, but it can let visitors spend less and experience original ecological countryside culture, so agritainment become the most popular form of rural tourism. The third one is the company plus farmer mode. In this mode, the right to operate the land is generally buyout by the company, and share benefits with farmers. The characteristics of the company plus farmer mode is the integration of idle assets and surplus labor of farmers, its operation and management level is higher and ensure that the farmers have higher and more stable income. The fourth one is the company independent operation mode. This mode is the investors rent land, investors and farmers signed the lease contract, finally the investors independently manage the development of leisure agriculture.

3.3 Existing problems

In recent years, the development momentum of Chinese leisure agriculture is good, but there are also a lot of problems. We should solve a series of problems, such as characteristic is not obvious, the attractions too scattered, the development is not standard and the service is lagging. The number of leisure agriculture is double increased, however, leisure agriculture is facing the embarrassment that leisure content is single, low grade service and the development is unsustainable. On one side, the city people have increased interest for countryside day by day, while leisure industry have crack problem need to be solved; how to make city people really enjoy and relax when they come to farm? Only using industrialization concept, industrialization thinking and marketization methods to develop leisure agriculture can make leisure agriculture transform from homogenous development, single operation to the different development and cluster layout. One is the characteristic is not obvious and the homogenization problem is serious. Most of China's current leisure agriculture is small, lacking of high grade and high-class projects and form. In some city suburb of our country, there are many agricultural leisure tourism projects, their content is very simple;

there is nothing more than to live farmhouse courtyard, eat farm meal, see peasant customs, live farmyard, eat farmhouse meal, see the peasant local conditions and customs; although these projects are different from city life, but the project design is similar, and these form can be copied in many parts of the country; the homogeneity of tourism and tourist attractions will make the recognition of visitors greatly decreased. Second, attractions are too scattered and grades are different. The basic project of leisure agriculture in our country is agricultural leisure tourism. And these leisure tourism projects because of the lack of innovation and the homogeneity problem caused free dispersion. Many of the agricultural tourism resources in China are widely distributed in different areas; Some in the suburbs, some in the village, some in the mountains, and some near the pond and so on, they are ubiquitous. But these projects often develop separately and seldom cooperate with each other. Different grade and quality of tourist resources has become the biggest obstacle of the development of leisure agriculture. Third, the development is not standard and attraction is not strong. The development of leisure agriculture involves many aspects, such as ecological protection and scientific management. Once lost the correct planning guidance, even the money is enough, it also will appear a lot of defects. For example, some villages and towns only focus on the main body project development and regardless of the hardware facilities, resulting in unkempt fields, narrow rural roads and poor public facilities, giving a person the sense of desultory and leisure agriculture without overall style; if go down for a long time it also make people tired, the attraction of leisure tourism will be discounted[6]. Fourth, the service is lagging behind and the policy support is insufficient. Many villages and towns that develop leisure agriculture in our country thought leisure agriculture is to welcome the arrival of tourists and farewell. They make leisure agriculture to be restaurants and hotels; the development projects are single and development level is low, many services can't keep up and lack of a comprehensive service system. Many tourists are fascinated to be here once enough and few organizations revisit. From the government level, lack of financial support and feasible preferential policies, and have defects in the propaganda of leisure agriculture. It is difficult to cause the attention of the whole society[7].

4 THE ENLIGHTENMENT OF GERMANY LEISURE AGRICULTURE DEVELOPMENT MODE TO CHINA

German leisure agriculture was based on a highly developed agricultural after all. In the current, the

agricultural development in our country is still at a relatively low level stage, so completely copy the leisure agriculture mode of Germany is not desirable. But we can still from several aspects to find the enlightenment of German leisure agriculture development mode to China.

4.1 *The government should give full play to the leading role in promoting the development of leisure agriculture*

First, the government should energetically give policy and funding support in the development of leisure agriculture. Germany leisure agriculture obtained significant development is a result of the support of the Germany government, so the local government must attach great importance to the development of leisure agriculture. On the basis of the continuously increasing investment, put the development of leisure agriculture into the overall planning of adjusting rural industrial structure and effectively solving issues of agriculture, and promote to a strategic point of view to study countermeasures. Develop large-scale agricultural leisure resort led by government and vigorously develop the leisure agriculture demonstration park. At the same time set up a special working group and pay high attention to the development situation of leisure agriculture; introduce more preferential policies to promote the leisure agriculture, make full use of the conditions and take efforts to promote the healthy development of leisure agriculture. The department of agriculture and tourism should strengthen cooperation. The nature of leisure agriculture determines that its development needs close cooperation between agricultural department and the tourism department, set up complete network service system of leisure agriculture tourism through the department linkage. Second, we should perfect the laws and regulations of leisure agriculture development. To truly realize the healthy development of leisure agriculture we must rely on the perfect laws and regulations as a guarantee. The "people farm law" introduced in 1919 by German government and later regulations and policies of tax exemption and value-added reduction introduced by the federal republic of Germany ensure the health development of leisure agriculture in different aspects. Our government should also introduce specialized legal system relating to the leisure agriculture in these respects, and solve the problem of relying on tourism laws and regulations to manage the leisure agriculture[8]. Third, the government should make non-governmental organizations and local residents exert their positive role. On the premise of no offside and no absence, the government can share some work of leisure agriculture to civil organizations to deal with. Such as, the German government left the development

project planning of leisure agriculture, the coordination of peasants and city people and the offering of tools and information to gardeners association to do. Our government at all levels should encourage the establishment of leisure agricultural association and similar organizations and do the best to lighten the burden on farmers and provide a more considerate service for urban residents. Government should also encourage local residents to actively participate in leisure agriculture development, increasing the income of local residents, at the same time promoting the healthy development of leisure agriculture.

4.2 *Dig deep regional development characteristics of leisure agriculture*

The development of leisure agriculture is not a simple combination of agriculture and tourism, the key is to fully tap the existing agricultural resources, make effort to create leisure agriculture characteristics and meet customer demand. In Munich, the effect of Germany "green belt project" is very good, the key is accurate feature localization; they are committed to build agricultural products brand, and then sell the most characteristics of agricultural products based on the platform of leisure agriculture project, forming a chain of industrial development and highlighting its unique features perfectly. Therefore, China can draw lessons from the experience of German. First, we should analyze and demonstrate the advantage of local development. Our country is a large agricultural country, different area are suitable for different crops and animals to grow. At the same time the society, economy and natural conditions are different in different areas. Therefore, if we want healthy development of leisure agriculture, only we dig deep within the regional characteristics[9]. So, different regions should make full analysis on the advantages of local natural environment and resources conditions to optimize the layout of leisure agriculture and create the local development characteristics of leisure agriculture. Second, we should actively integrate into the social and cultural factors, such as places of historic interest, folk customs. In current China, historical sites and folk customs tourism are very popular; historical sites and folk customs often have higher visibility in a local awareness, if combined with leisure agriculture, they will greatly enhance the social influence of leisure agriculture. Local governments at all levels should through positive policies to guide the rural customs, folk art, seasonal folk, folk songs and dances into the project development plan of leisure agriculture. Constantly enrich the connotation of leisure agriculture, enhance its grade and the awareness of the leisure agriculture, it also solves the problem of the low levels and homogeneity in the development of leisure

agriculture. Third, promote the transformation and upgrading of leisure agriculture in the industrial structure adjustment. Try to promote the countryside industrial structure adjustment and rely on the advantage of the rural collective economy to overcome the disadvantages of decentralized management, difficult supervision and serious problems of homogeneity, and explore effective ways to promote the leisure agriculture cooperation. If has condition, we can rely on large enterprise groups to join; actively promote the transformation and upgrading of leisure agriculture and show the biggest characteristic of regional leisure agriculture. Third, fully integrate the ecological civilization concept into the leisure agriculture development.

The ecological environmental protection concept that German respected matches with ecological environmental protection concept of present stage in our country. Therefore, in the development of leisure agriculture in our country should fully integrate with ecological civilization concept. One is to standardize the standard of leisure agriculture. The key of healthy development of an industry is to have a mature industry standards, it is also the inherent requirement of ecological civilization construction. For example, Germany introduced a set of quality certification system of rural tourism; the system provides standard for leisure agriculture development, so as to protect the legitimate rights of the masses of visitors. Our country also should introduce qualification authentication system of agricultural tourism. The culture condition, hygienic condition, water condition and related services of the leisure agriculture project should set specific scientific standards, and through strict management and examination to ensure the leisure agriculture project to achieve the biggest benefit. Two is to combine the development of leisure agriculture with science education and ecological environmental protection. Agricultural science and technology knowledge can be gained through class on the one hand, but adolescents accessing to agricultural science knowledge by means of leisure experience will be more profound. Therefore, for the cities that agricultural science and education has developed rapidly can draw lessons from Germany leisure farm; arrange the practice activities such as outdoor curriculum to teaching and practice base of agricultural science and technology, making the learners learn the related knowledge of agriculture from nature; develop team spirit training and expand training to realize the unity of agricultural production and learning activities, and ultimately achieve the harmonious development of man and

nature. Third is to develop organic agriculture. We can draw lessons from the organic farming of maintain the ecological balance which vigorously promoted by rural museum of Germany. Use crops to feed the chickens, cows, sheep, pigs and other animals, and these animal waste can be used as fertilizer for farmland, achieving self-sufficiency on farm manure and create a harmonious balance of ecological system.

In a word, to vigorously develop the leisure agriculture is an important means to adjust agricultural production structure and increase farmers' income; it has great realistic significance to upgrade the life quality of urban and rural residents. So the government should give full play to their leading role; make in-depth analysis on the development advantages of local leisure agriculture; try to dig the development characteristic of regional leisure agriculture; pursue diversified development of leisure agriculture projects; fully integrate the concept of ecological civilization into the development of leisure agriculture; carry out the supporting measures of the development of leisure agriculture and ensure better and more healthy development of leisure agriculture.

REFERENCES

- [1] Duan Zhaolin. The Comparison of Sightseeing Leisure Agriculture between Taiwan and Mainland China. *Chinese Supply and Marketing Business*, 2004, (10): 25.
- [2] Zhang Zhangeng. The Object, Essence and Characteristics of Leisure Agriculture. *Chinese Rural Economy*, 2006, (3): 73-76.
- [3] Shi Xiangrong Tian Bin. From the "Green Belt Project" of German to See the Development Trend of Chinese Leisure Creative Agriculture. *Journal of Theory*, 2012 (8).
- [4] Liu Chun-xiang. Develop Leisure Agriculture Tourism to Realize the Sustainable Development of Agriculture. *Ecological Economy*, 2006, (2): 97-98.
- [5] Green belt: Characteristics of Leisure Agriculture in Germany. *Chinese Rural Enterprises*, 2013, (3): 83-84.
- [6] Yuan Dingming. Analysis of Current Status and Development Countermeasure of Agriculture in Our Country. *Journal of Rural Economy*, 2006, (9): 53-56.
- [7] Chen Mei-yun. The Successful Experience of Leisure Agriculture in Taiwan and The Enlightenment to Mainland. *Science and Technology Development and Economy*, 2006, 16 (2): 119-121.
- [8] Zhang jianguo, Yi wuyu, Zhu zhiliang etc. Current Status Evaluation and Development Countermeasures of Sightseeing Leisure Agriculture in Zhejiang. *Journal of Zhejiang Forestry College*, 2006, 23 (5): 581-587.
- [9] Zou Tongqian, Li jin. The Development Condition and Operation Mode of Beijing Leisure Agriculture Park. *Journal of Hangzhou Normal University (social science edition)*, 2005, (5): 88-92.