

Research on Leisure Agriculture and Rural Tourism Development

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Abstract. Leisure agriculture and rural tourism rapid development, has become an important symbol of post-modern agriculture and the integration of urban and rural areas, to speed up an important measure to promote urbanization, with a strong vitality and broad prospects, one of great potential for development of new industries. In this paper, the development of leisure agriculture and rural tourism related research, pointed out that the development of leisure agriculture and rural tourism and favorable conditions should pay attention to the problem, it is designed to provide theoretical and practical experience to promote the development of agricultural economy.

Introduction

Agriculture and tourism are the long-term development of national strategic importance of the industry, and promote common development of the two industries is to raise the level of agricultural modernization, new socialist countryside construction of an important starting point; adhere to the farmer-oriented, so that farmers become the biggest beneficiaries of the fruits of development, so that farmers can improve their development process, become literate, understand business, will manage the new farmers. Leisure agriculture and rural tourism activities through agricultural production and tourism activities binding mode, vacation, sightseeing, participation, entertainment and tourism activities successfully transplanted in agricultural production and business activities, it is possible to achieve a more perfect fusion of agriculture and tourism, not only expand the tourism industry, but also to broaden the space for development of agriculture.

The Concept and Features of Leisure Agriculture

Leisure agriculture is to adapt to urban leisure travel needs of a modern agriculture, is having to expand agricultural production, processing of agricultural production, based on the tour, leisure, science, agricultural extension, agricultural shows, sales, catering, leisure, etc. multifunction in one of the specialized agriculture. Modern research present situation, leisure agriculture is a combination of production, life and ecology Trinity agriculture in the operating performance for the production, supply and services, tourism and leisure industry in the three agricultural development in one situation, is an important direction of development of modern agriculture and important types.

Leisure agriculture and overall economic efficiency of agriculture obtained two kinds of tourism industry, when the climatic conditions of uncertainty and market instability caused by agricultural production cuts, in order to reduce agricultural risk, often to increase the added value of agricultural products through tourism ; while tourism business is bleak, can leisure agriculture and rural tourism to compensate for loss of tourism; in crop planting, field management, harvesting and other aspects can attract visitors to participate, not only reduces the labor input, increase income from tourism, agriculture and tourism to each other promote, complement each other, as opposed to purely agricultural or simply in terms of tourism, leisure agriculture and rural tourism has a low-risk, high overall efficiency advantage.

Leisure agriculture and rural tourism have a plan, remember not to blind development; agricultural production resources to local conditions and geographical location conditions for the

pilot, ecological, natural and cultural connotation as the focus, adhere to the unity of inheritance and innovation, careful analysis of the development of leisure agriculture and rural tourism strengths and weaknesses in order to avoid detours. Only full compliance with the law of agricultural production in order to provide high quality leisure, tourism, experience, entertainment and other tourism products for visitors, sustainable development of agriculture.

Leisure agriculture should be based on ecological perspective as a guide for the development of leisure agriculture and rural tourism project and product feasibility and expected economic, ecological and social benefits evaluation, promotion of eco-agricultural development; to avoid the development of leisure agriculture and rural tourism when the quick success of the phenomenon, in the absence of necessary proof and overall planning conditions, they blindly exploratory, extensive development, the development of the heavy development of light protection, resulting in many non-renewable tourism resources, damage and waste; to achieve natural ecology healthy development, so as to realize economic, social, ecological, coordinated and sustainable development, effectively improve the income of local farmers.

Leisure agriculture is the use of the difference between urban and rural areas to plan combinations, the design of various tourism projects, leisure agriculture and rural tourism to pinpoint a selling point, in addition to meeting the basic elements of tourism (travel, shopping, entertainment, eating, housing, etc.), visitors can participate in the daily activities of agricultural production in rural areas; the tourist attractions of tourism projects and products to avoid marginal substitution effect, fully grasp the laws of market supply and demand, have ecological, personalization, differentiation and other features. Leisure agriculture and rural tourism projects colorful, varied, in order to meet the needs of tourists of different levels of tourism.

Traditional tourism development limited by a beautiful natural landscape, landscape architecture and other tourist attractions ancient distribution of resources, and agricultural tourism resources are widely distributed in the city suburbs and surrounding rural and other places, as long as the little development of leisure agriculture, we can offer tourists to visit taste and experience various forms of agricultural farming and other travel services, the development of tourism agriculture could focus in different directions, take a variety of forms.

The Concept of Rural Tourism

Rural tourism is a tourist resort for the purpose of rural village field as the space for the humanities without interference, no ecological damage and home tour featuring forms of tourism. World Economic Cooperation and Development Committee (OCED, 1994) will be defined as rural tourism: "Tourism, in the bucolic countryside is carried out by the center and the unique selling points of rural tourism." In order to take full advantage of the "three rural" development of rural tourism resources, in 2007, the National Tourism Administration and the Ministry of Agriculture issued "on promoting the National Rural Tourism Development notice" made "millions "project (launched in the country 100 Features counties, townships characteristics 1000, 10000 characteristic village). 2015 Central One document explicitly support the development of rural tourism industry from the national policy level.

The Development of Leisure Agriculture and Rural Tourism

Leisure agriculture and rural tourism, the urban and rural residents in agricultural production, farmers living, rural ecology, rural culture as the basis, through a new form of tourism industry experience, leisure, vacation and other derived, the new mode of operation, the new development models, new growth and new integrated manner. Leisure agriculture and rural tourism multifunctional agriculture expand, promote agricultural production and farmers' living, rural ecological integration, promote agricultural production, processing, marketing integration; promotion of primary industry, secondary industry, tertiary industry convergence, namely 1. * 2 * 3. Thus leisure agriculture and rural tourism is a new form of industrial development. Our country proposes to establish a new industrial system. Leisure agriculture and rural tourism is an important

part of the organization of the new industrial system.

It proposed to cultivate new agricultural business entities, to promote agricultural innovation mode of operation. China has more than 200 million farmers. Agricultural production scale is small, the mode of operation is relatively backward, slow process of promoting agricultural modernization, accelerate the process of agricultural modernization must be innovative forms of agriculture production. Agricultural industrialization leading enterprises, rural cooperatives, family farms and so is the new business entities. Leisure agriculture and rural tourism can be integrated scattered farmers and fragmented agricultural production. Promote farmers' cooperative organizations management, operation and development of social entrepreneurs to invest, we can solve the contradiction of small production and big market difficult to effectively docking, but also a new agricultural business entities. Therefore, the development of leisure agriculture and rural tourism, is to develop new agricultural business entities.

Stressed that the party's 18 to speed up the transformation of the mode of economic development, leisure agriculture and rural tourism rely on good agricultural and rural environment, focusing on both economic and ecological benefits, leisure agriculture is part of the category of low-carbon economy, green economy. Thus, leisure agriculture and rural tourism and ecological environment can be promoted by hand, namely the development of leisure agriculture and rural tourism can contribute to environmental protection. Farmers occupy so few resources to get very wealthy farmer difficulty can be imagined. Development of leisure agriculture and rural tourism can absorb urban residents to the countryside and enjoy the good ecological countryside. Therefore, leisure agriculture and rural tourism can effectively increase farmers' resources that it holds, this is the ecological resources. In fact, leisure agriculture and rural tourism to a large extent are selling ecology. Since the ecological resources to become the new farmers' income, and thereby income realized by simply selling products to selling product revenue and selling eco-income transition superimposed by the seasonal income to seasonal and year-round income superposition change. Therefore, the income of farmers engaged in leisure agriculture and rural tourism growth rate is relatively fast. The development of leisure agriculture and rural tourism, it can increase the income of farmers, the farmers richer.

From since the late 1990s, the annual outflow of funds from rural tens of billions of dollars, each year the number of young adults from the rural labor outflow of dollars to millions of people every year and the outflow from the number of non-agricultural land to rural meter, other factors also accelerating flow from rural towns. Promote the development of modern agriculture, the cultivation of new farmers, new rural construction and beautiful countryside requires a lot of elements. At the same time, so much the loss of elements from the countryside of modern agricultural development, the process of cultivating new farmers, new rural construction and beautiful countryside are affected. To accelerate the process, "three rural" development, we must reverse the loss of a large number of elements from the rural areas as soon as possible. Development of leisure agriculture and rural tourism can ease the loss of elements.

The Development Strategy of Leisure Agriculture and Rural Tourism

First, the leisure agriculture and rural tourism industry, according to the "help support the strong supporting the superior characteristics," the idea to support. Through re-examine the status of development, more knowledge, extensive market research, comments, select the 1-2 development foundation and great potential, good benefits and leisure industries to focus on supporting agriculture, extend the industrial chain, until becoming agriculture support leading industry. Rural tourism business entities also first to support the strong supporting the superior, the first to support the obvious characteristics, radiating through the demonstration, improve the overall level of industrial development, and expand the brand. Second, we should pay more attention to publicity and promotion and marketing. Wine is also deeply afraid of the alley, not only to pay attention to and strengthen itself, but also to strengthen the promotion and marketing, the specialties of agricultural products, tourism products, beautiful countryside and other publicity to more cities and populations, in order to enhance the effectiveness of promotion and marketing for the foundation.

Relevant departments and units to strengthen coordination and cooperation and industry guidance services for the project leisure agriculture and rural tourism industry projects, planning, environmental impact assessment to start construction, recruitment, production and other aspects to provide "one-stop" services to help business entities for loans, agency project record, the EIA, construction built, business licenses and other formalities. Earnestly learn from the advanced experiences and good practices in other regions, the establishment of leisure agriculture and rural development of the tourism industry co-service system, in time to help solve the existing problems of industrial development and services, promote the healthy development of industry, to create a first-class leisure agriculture and rural tourism destination.

Conclusion

The leisure agriculture and rural tourism is in line with the law of economic development, to meet market demand, has tremendous potential to help solve the "Three Rural Issues" sunrise industry, is to promote industrialization, urbanization and agricultural modernization of an important carrier, is a the country, in one fell swoop emerging industry, enabling the agricultural industry to become happy, wealthy farmers into groups in rural areas into beautiful homes. It injected new vitality into the new socialist countryside construction and rural economic development provides a new growth point. To develop leisure agriculture and rural tourism to promote rural economic development is a wise choice.

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