

Study on the Development of Ecological Sightseeing Agriculture from the Perspective of Rural Revitalization

-- A Case Study of Feng County, Xuzhou City

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Abstract

At present, in the process of economic and social development in rural areas, eco-tourism agriculture industry has become an important form of economic industry in rural areas. The study of its development undoubtedly has important theoretical and practical significance for promoting the effective implementation of Rural Revitalization Strategy. Based on this, taking the development of eco-tourism agriculture in Feng County, Xuzhou City as a case, this paper analyzes and discusses some problems still existing in the development process, and puts forward relevant suggestions for the development of eco-tourism agriculture from the aspects of development planning, environmental construction, management optimization and strengthening publicity.

Keywords

Rural Revitalization; Ecological Sightseeing Agriculture; Economic Development.

1. The Significance of Developing Ecological Sightseeing Agriculture from the Perspective of Rural Revitalization

1.1. Conducive to Promoting Rural Economic Development

At present, sightseeing ecological agriculture has become a new economic growth point in rural areas. It helps farmers get rid of the restrictions of "small-scale peasant economy", optimizes the rural industrial structure, widens farmers' income channels, and naturally increases their income significantly. At the same time, in the context of the development of eco-tourism agriculture, a series of supporting infrastructure has also been promoted, which is of great significance to the improvement of infrastructure construction level in rural areas, creating a good village appearance. In addition, the development of ecological sightseeing agriculture has also effectively solved the employment problem of surplus labor in rural areas.

1.2. Conducive to Improving Rural Ecological Environment

As a new business form, the development of eco-tourism agriculture can help small farmers connect with the big market, realize the integration between farmers and create an integrated development pattern. Under this pattern, the previous extensive management in the small-scale peasant economy will no longer exist, which will help to reduce environmental pollution and waste of resources and ensure the benign development of the ecological environment in rural areas.

2. Development Status and Problems of Sightseeing Ecological Agriculture in Feng County, Xuzhou

2.1. Basic Information

On the whole, eco-tourism agriculture started relatively late in China, while the eco-tourism agriculture in Feng County, Xuzhou started relatively late. It gradually rose after 2012. It has not developed for a long time, but it has developed rapidly, and the operating income has been increasing in recent years (see Table 1).

Table 1. Operating income of ecological sightseeing agriculture in Feng County, Xuzhou City

Year	2016	2017	2018	2019	2020
Operating income (100 million yuan)	39.03	45.01	48.96	52.27	55.65

Fengxian County, Xuzhou City is located in the northwest of Jiangsu Province. It has a long agricultural history and rich agricultural culture, and there are many cultural and historical sites. At the same time, the region has fertile land, rich products and large cultivated land and garden area. It is known as "abundant and ripe can reach the three states", which provides a good natural environment and profound cultural and historical heritage for the development of ecological sightseeing agriculture and rural tourism. Xuzhou is close to the agricultural hub and has obvious advantages of ecological transportation. In recent years, the process of "strengthening demonstration and establishment" in Feng County, Xuzhou is still advancing. Shengshi Liyuan and other parks in Dashahe town have been rated as excellent ecological sightseeing agricultural parks, showing a trend of diversified development, and the development of various business forms is relatively balanced (see Table 2).

Table 2. Proportion of income of various business types of ecological sightseeing agriculture in Feng County, Xuzhou City

Business type	Picking garden	Leisure farm	Agritainment	Agricultural Demonstration Park
Proportion of income (%)	26.55	22.78	25.96	24.71

2.2. At Present, There are Still Problems in the Development of Ecological Sightseeing Agriculture in Feng County, Xuzhou City

Although the ecological sightseeing agriculture in Fengxian County, Xuzhou City has achieved good development in recent years, there are inevitably some problems in the development of ecological sightseeing agriculture because Fengxian County, Xuzhou city belongs to an area with relatively backward economy in the whole province. Specifically, it is mainly reflected in the following aspects.

Due to the slight shortage of funds for the development of ecological sightseeing agriculture, the infrastructure level of many local ecological sightseeing agriculture is not high, and the experience of tourists is poor, which leads to the lack of attraction of many ecological sightseeing agricultural parks to tourists. Especially in some areas, although the landscape is very beautiful, due to inconvenient transportation, these tourism resources cannot be effectively used, resulting in a serious waste of resources.

Some areas in Fengxian County failed to fully consider and make use of the characteristics of the region when developing eco-tourism agricultural projects, and there was a situation of "excessive imitation" when learning foreign experience. This rigid imitation caused some eco-

tourism agricultural projects to show the same characteristics and serious homogenization, these projects will not achieve the expected attraction goal.

At present, the developers of many eco-tourism agricultural projects are farmers, with relatively low cultural level and lack of environmental awareness, resulting in high randomness in the process of project development, less application of eco-environmental protection technology and over development of some resources, which is obviously not conducive to the long-term sustainable development of local eco-tourism agriculture.

At present, most of the employees of ecological sightseeing agriculture in Feng County are farmers, and the educational level is mainly junior middle school. Therefore, the situation of low cultural quality is more prominent, and the management level is also relatively limited. Most employees know little about ecological agriculture, and some employees even know nothing about it. At the same time, in individual eco-tourism agricultural projects, the training of managers for employees is insufficient, some employees lack service awareness, and some employees even ask exorbitant prices for foreign tourists and solicit and kill customers, which undoubtedly has a negative impact on the development of local eco-tourism agriculture.

3. Effective Strategies for Improving the Development Level of Ecological Sightseeing Agriculture in Feng County, Xuzhou

3.1. Adhere to Scientific and Reasonable Development Planning

In order to eliminate the randomness in the development of ecological sightseeing agricultural projects, it is essential to take scientific and reasonable development planning measures. Specifically, it should be carried out from the following three aspects.

First, we should adhere to the concept of green development. In the process of development, we should strengthen the protection of local natural resources, make full use of local existing materials for project construction, and avoid the construction style of large-scale construction, so as to promote the long-term sustainable development of ecological sightseeing agriculture. Second, to ensure the integrity of the development plan, we should look at the development of eco-tourism agriculture from a macro perspective, analyze the relationship between local eco-tourism agricultural projects and other regions, create a development pattern of "one game of chess in the whole county", and integrate the construction of various projects in the county, so as to realize the all-round development of local eco-tourism agriculture. Third, we should highlight local characteristics, which requires us to pay attention to excavating and protecting the existing local rural history and culture in the project construction, and try to maintain the original pastoral style.

3.2. Further Optimize the Ecological Sightseeing Agricultural Tourism Environment

The quality of tourists' tourism experience is the key basis for the rapid development of ecological sightseeing agriculture in rural areas. Therefore, strengthening the remediation of the environment around the park is an indispensable key content. Specifically, it should be carried out from the following aspects.

First, we should optimize the basic hardware facilities, such as street lights, roads, parking lots and tourist centers. These construction works seem insignificant, but they are the key factors affecting tourists' tourism experience. Therefore, in these construction work, priority should be given to the construction quality, and the construction quality should not be reduced due to excessive cost compression. At the same time, the construction of infrastructure and hardware facilities should also be put in the first place.

The second is to strengthen the environmental improvement of the ecological sightseeing agricultural park. At present, there are still some deficiencies in water quality and waste

treatment in local rural areas. Therefore, in the future construction of the ecological sightseeing agricultural park, we should vigorously carry out waste classification and centralized collection and treatment, strengthen the use of clean energy, and actively transform the traditional dry toilets in rural areas. In the process of carrying out this work, it is inevitable to encounter some farmers' incomprehension, which requires experienced staff to take a variety of publicity methods and do a good job in the ideological work of the farmers patiently and carefully. At the same time, in order to ensure the real implementation of relevant measures, a health supervision network with relevant county-level departments as the core and radiating all towns and villages can also be established to ensure the real improvement of the environment of ecological sightseeing agricultural projects and provide better experience for tourists.

3.3. Optimize and Innovate the Operation and Management Mode

In order to solve the problems existing in the management of ecological sightseeing agricultural projects in the past, it is effective to adopt the integrated management mode of "enterprise cooperative farmer". By adopting this operation and management mode, we can make full use of the management experience and technical advantages of specialized enterprises and cooperatives, create long-term planning, respond faster to market fluctuations, and "take precautions against possible market risks", improve the ability to resist risks, and effectively protect the economic interests of farmers. At the same time, under this integrated operation and management mode, enterprises and cooperatives can carry out professional training for farmers. After the training, farmers' service awareness and service level will make great progress, and their awareness of environmental protection will also be significantly enhanced, which plays an obvious role in improving tourists' satisfaction.

3.4. Further Improve Agricultural Quality

The development of eco-tourism agriculture should be coordinated with the development of agriculture, and the development of tourism must not be exchanged at the expense of agricultural development. Considering that most consumers are more inclined to get more and better experience projects in ecological sightseeing agriculture, especially interested in local pollution-free green ecological agricultural products. Therefore, the development of local ecological sightseeing agriculture should also be carried out in combination with this demand. Specifically, it should rely on the planting and production of local characteristic agricultural products, focus on improving the quality of these characteristic agricultural products, cultivate a number of representative varieties and new and excellent varieties, so that tourists can get to know agricultural products, agricultural product picking A comprehensive experience of cooking and tasting agricultural products. It can be seen that the key to improve the construction level of eco-tourism agricultural industry is to make great efforts in agricultural production itself. Therefore, relevant departments should pay attention to the introduction of modern agricultural technology and excellent varieties of agricultural products to improve the core competitiveness of ecological sightseeing agricultural projects.

3.5. Strengthen the Publicity and Promotion of Ecological Sightseeing Agricultural Projects

In order to ensure that the local eco-tourism agricultural projects can be known by more tourists, it is very important to improve the publicity level of eco-tourism agricultural projects. Specifically, it should be carried out from the following aspects: first, we should build local tourism brands and characteristic agricultural product brands, so that the characteristic agricultural product brands can drive the development of local tourism, and the development of tourism in turn can drive the development of local agricultural product related businesses. Obviously, there is a mutually promoting relationship between the two. Second, we should pay attention to the exploration and publicity of local history and culture. As far as Fengxian County

of Xuzhou City is concerned, we should make good use of elements such as "Dasha River hundred miles scenic belt" and "Taoist cultural scenic spot of Tianshi Zhang's hometown", vigorously carry out tourism resources with local characteristics, and gradually cultivate and form local characteristic brands. Third, we should adopt a variety of channels for brand promotion. In this link, we should give full play to the advantages of financial media platform and carry out brand publicity and promotion by using app, bus on-board advertising, taxi top LED light box and other ways.

4. Conclusion

Generally speaking, eco-tourism agriculture is a highly comprehensive industry, involving agriculture, tourism and other aspects. It is an important measure to promote the effective implementation of the Rural Revitalization Strategy. At present, consumers have more and higher requirements for the quality of eco-tourism agriculture, which also brings more opportunities and challenges to the development of eco-tourism agriculture. Therefore, the government should promote the development of rural tourism and ecological facilities at multiple levels, so as to provide more impetus for the government to promote the development of rural tourism and ecological facilities at multiple levels in the future.

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