

The Impact of Developing Leisure Agriculture on the Construction of New Countryside

Zeran Su^{1,*}, Qing Xiao², Zhangyong Jiang¹

¹College of Management, Anhui University of Science and Technology, Bengbu, Anhui, China

²College of Architecture, Anhui University of Science and Technology, Bengbu, Anhui, China

*Corresponding author

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Abstract: Since the establishment of the People's Republic of China, China has been committed to solving the problems of agriculture, rural areas, and farmers. However, in the context of accelerating urbanization, the shortage of land resources has caused serious restrictions on the area of arable land. To solve the problems of agriculture, rural areas, and farmers, people must first start with improving the living environment in rural areas. Protecting the existing cultivated land from being destroyed and making rational use of rural land resources are the key directions for the construction of new countryside. The essence of leisure agriculture is an industrial project based on the beautiful ecological resources of rural areas, playing a positive role in rural environmental construction. At the same time, the development of leisure agriculture does not require further urbanization of rural areas, but rather seeks to beautify and build the inner construction of rural areas more livable and comfortable while maintaining their original style. In summary, based on the current situation of land resource shortage, this article discusses the impact of developing leisure agriculture on the construction of new rural areas in China.

1. Definition and Development Background of Leisure Agriculture

1.1 Definition of Leisure Agriculture

Leisure agriculture refers to a new agricultural industry management model formed by taking the rich natural ecology of rural areas as the foundation, fully utilizing local unique environmental and landscape resources, and combining a series of elements such as local agricultural business activities and local culture. Developing high-quality leisure agriculture can not only promote the unique local customs and traditions to tourists from other places, but also enhance the public's experience of rural life. ^[1] In the current situation of land shortage, the development of leisure agriculture not only retains the original rural style and features, but also improves the rural infrastructure. While promoting the local economic development, it can also deepen the local rural residents' sense of cultural identity of their hometown, thus encouraging local farmers to actively participate in production and labor. In addition, leisure agriculture that has developed to a certain scale has complete economic facilities, which can effectively enhance the potential of local agricultural economic development, optimize and adjust the production and operation structure of local agriculture, thereby improving the economic

and ecological environment of local rural agriculture, and effectively and stably increasing the income level of local farmers.

1.2 Development Background of Leisure Agriculture

The origin of leisure agriculture can be traced back to Europe in the mid-20th century, mainly originating from countries with abundant local resources in Italy and Austria. Afterwards, it has developed rapidly in many European and American countries, and until now, leisure agriculture in the United States and Japan has emerged in various ways due to their advanced development process. Compared to this, China's agricultural development has also gone through a long historical process. At the same time, due to its vast territory and abundant land resources, there is a significant difference in the natural landscape between different regions, making China's agricultural cultural forms quite diverse, and there are also many local folk customs with strong characteristics distributed. Nowadays, under the guidance of the rural revitalization strategy, China has found a new path for the economic development of rural areas. In this era, it is even more important to fully utilize China's strong advantages in leisure agriculture and take steps towards the leisure agriculture industry with broad prospects.

2. Principles for Developing Leisure Agriculture

2.1 Adhere to the Principle of Sustainable Development

Leisure agriculture should adhere to the principle of sustainable development, take the construction of ecological civilization as the core, and strengthen ecological protection. The correct development path of leisure agriculture should be: combining local characteristic ecological resources, adjusting local industry and product structure, and realizing the mutual transformation of rural ecological resources and economic resources. In this process, it is necessary to pay attention to the balance between economy and ecology, prevent excessive pursuit of economic benefits from damaging the stability of the ecological environment, build a stable and renewable ecological environment, make it the foundation for the development of leisure agriculture, and provide a continuous source of power for the construction of new rural areas.

2.2 Adhere to the Principle of Putting People First

In the process of developing leisure agriculture and transforming the rural environment, it is necessary to correctly view the dominant position of farmers in this process, and try to involve rural people in the process of rural environmental construction as much as possible, so that everyone can share the achievements and joy of rural environmental construction. Based on this, comprehensively improving the quality of rural residents and enabling them to spontaneously support the development of leisure agriculture is also an important issue that should be faced in the development of leisure agriculture.

In this process, the first aspect is to give farmers a dominant position in rural construction, striving to fully meet the increasing material and cultural needs of rural residents. Ensure the basic rights and interests of rural residents in the process of developing leisure agriculture and transforming rural areas. Ensuring the rights and interests of rural residents must be a fundamental prerequisite for rural construction and the development of leisure agriculture, and building a new socialist countryside that is recognized by the masses, harmonious, and economically beneficial. ^[2]

3. The Significance and Ideas for Developing Leisure Agriculture

3.1 The Significance of Developing Leisure Agriculture

The development and construction of leisure agriculture has an important impact on the construction of new rural areas and rural economic development in China, which can be divided into the following two aspects:

Firstly, the development of leisure agriculture can fully develop and utilize existing resources in rural areas, and adjust, optimize, and upgrade the local agricultural industrial structure. In the development of leisure agriculture, the construction of related leisure tourism projects can effectively expand the industrial chain of local agriculture, thereby improving the economic benefits of local agriculture. The series of related industries generated in the construction of leisure agriculture also provide more choices for local agricultural employment and transformation, not only providing assistance for the transformation of rural economic models, but also expanding more substantial sources of income for local rural residents. Secondly, the development of high-quality leisure agriculture helps to promote and protect excellent local culture in the local area. By combining leisure agriculture with local culture and integrating cultural and tourism management, it can effectively explore and develop local culture in depth, thereby radiating the excellent culture and ideology unique to many villages to the city and expanding cultural exchanges between cities and rural areas. This plays a crucial role in deepening political and cultural integration between urban and rural areas, providing humanistic support for the coordinated development of urban and rural areas.

To sum up, the development of leisure agriculture can not only play a positive role in rural economic development and Economic restructuring, but also provide impetus and support for local social and cultural development while giving full play to the advantages of rural natural ecology. At present, China emphasizes the need to adhere to the path of sustainable development, guided by the concept of green development, and coordinate the contradiction between social development and ecological civilization. The development of leisure agriculture is just a clear path. To develop high-quality leisure agriculture, the primary task is to utilize the rich ecological environment resources in rural areas. To continuously transform ecological resources into social and economic resources, protecting and constructing the local ecological environment is an important task that cannot be ignored. The development of leisure agriculture is precisely under the condition of establishing a sound mechanism, fully utilizing natural resources to create economic resources, and then feeding back ecological construction work with economic resources. This is precisely the continuous mutual transformation between "green water and green mountains" and "golden mountains and silver mountains".

3.2 Development Ideas for Leisure Agriculture

To ensure that the development direction of leisure agriculture does not deviate and can effectively improve the economic level of local rural areas, it is necessary to construct a scientific and reasonable development approach. Based on a comprehensive and coordinated analysis of the local rural regional development work by relevant departments, the overall plan and development strategy will be clearly planned and designed to effectively ensure the feasibility of the project. At the same time, clear priorities for the development of leisure agriculture economy should be formulated. Make ecological protection the first theme of leisure agriculture development, fully integrate local local culture into various leisure agriculture projects, and deepen the construction of cultural experience. When building recreational agriculture projects, builders need to scientifically plan the spatial layout, optimize and adjust the landscape garden and visit the project. At the same time, builders should design projects such as farm entertainment, picking experience and agricultural product display to

enhance the tourist experience. Leisure agriculture in the form of cultural and tourism integration can build a green development model of agricultural economic integration and a good ecological civilization construction. Through the business model of cultural and tourism integration, builders can make full use of rural resources to promote rural economic development, thereby driving farmers to increase income.

4. The Impact of Developing Leisure Agriculture on Rural Construction

4.1 Leisure Agriculture Promotes the Upgrading of Rural Industrial Structure

Due to the relatively backward development of rural tourism projects in China, the ecological environment resources in rural areas have not been fully utilized, and the goal of promoting industrial structure upgrading through leisure agriculture in rural areas has not yet been successfully achieved. China's relevant departments should focus more on improving the professional quality training of leisure agriculture related service personnel, in order to improve the service quality of related industrial projects. All have specialized and standardized education and training, combined with local cultural characteristics to create a professional and distinctive cultural and tourism project service team, to take some of the services and experiences in leisure agriculture projects to the next level, and to fully leverage the economic and social value of rural cultural and tourism projects. At the same time, comprehensive planning and integration should be carried out, and under the guidance of professionals, the economic and social benefits that cultural and tourism projects can bring should be re evaluated. A series of optimization and response measures should be formulated based on the advantages and disadvantages of local cultural and tourism projects. At the same time, cost control of development work should be done well, striving to provide support for the optimization of local rural industrial economic structure while developing leisure agriculture. The core of rural industrial structure adjustment is to establish a leisure agricultural brand with strong characteristics, and to enable it to play a leading role as an excellent example. The development of leisure agriculture will provide impetus for the coordinated development of multiple rural industries. While increasing farmers' income, it can also provide new economic development ideas, construct sustainable development models, and ensure the smooth progress of rural revitalization work. ^[3] Rural areas can utilize their unique ecological advantages to develop leisure tourism projects such as "farmhouses" and "leisure farms". These types of projects provide accommodation, leisure and entertainment, as well as various rural cultural experience services for tourists, thereby driving the economic development of a series of related agricultural industries in the industrial location. This business model has established a rural industry cluster model centered around leisure agriculture projects, which not only brings vitality to the local rural economy but also provides opportunities to extend the agricultural industry chain. With the expansion of the industrial chain, local rural characteristic agricultural products, handicrafts, as well as a series of by-products and products have been added to this huge business system. At the same time, the expansion of the industrial chain has also created more employment opportunities for local farmers, and rural residents have more employment choices. Leisure agriculture projects have also provided nearby employment opportunities for residents around the industry. In the development of leisure development projects, local rural areas are also able to further develop the economy related to homestays and leisure agriculture, and provide better economic support for the development of emerging rural industries. The integration of culture and tourism industry is an important direction for the transformation of rural industries. With the overall promotion of China's rural revitalization strategy, how to develop leisure agriculture projects that can more integrate humanities and nature, and have a stronger local cultural atmosphere has become an important issue in the current development of rural tourism economy.

In summary, while leisure agriculture continues to develop, it has also had a profound impact on

the adjustment and transformation of rural economic structure. Currently, while developing and constructing related industries in rural areas, it is also necessary to combine the actual situation of the local market and fully analyze the consumption habits of local residents. Based on scientific investigation and analysis, the development, construction, and evaluation of related industrial projects should be carried out, thus effectively promoting local agricultural industry production and increasing farmers' income.

4.2 The Development of Leisure Agriculture Has Promoted the Increase of Farmers' Income

The development of leisure agriculture can not only provide impetus for the construction of rural ecological civilization, but also promote the development of local economy in rural areas. Therefore, it can be concluded that the development of leisure agriculture has a promoting effect on increasing farmers' income. This article believes that the development of leisure agriculture and the integration of cultural and tourism industries can promote the increase of farmers' income from the following aspects:

4.2.1 More Job Opportunities

The development of leisure agriculture has provided more employment opportunities for rural residents. The key to increasing farmers' income lies in promoting local farmers' employment and career choices. Due to the fact that China's rural industrial structure has long focused on agriculture as the mainstay, while the development of secondary and tertiary industries is relatively backward, farmers have fewer employment opportunities in other industries, and most farmers are still engaged in the agricultural industry. Due to the characteristics of long cycles, high risks, and low benefits in agricultural production, farmers' income cannot be guaranteed, and the trend of increasing their income is relatively slow.^[4] As an emerging industry, leisure agriculture has a strong industrial correlation. The special management system of leisure agriculture enables it to drive the development of a series of industries in surrounding rural areas. In rural areas where leisure agriculture can be developed, various industries such as catering, planting, accommodation, leisure and entertainment, and shopping can be promoted and developed more effectively. This series of butterfly effect development has become a good opportunity for local farmers to increase their income. The development and construction of this series of non-agricultural industries will inevitably generate a large demand for labor, which provides more abundant employment conditions and income opportunities for farmers. In this way, farmers who enter non agricultural industries for employment have received higher incomes than those engaged in traditional agriculture, while another portion of residents who choose to engage in part-time operations have also increased the proportion of non agricultural industry income in their families.^[5] Moreover, the cultural and tourism industry is highly inclusive, and the employment threshold is relatively friendly. Rural elderly and women, who are relatively disadvantaged in job competition, can also obtain certain work abilities through relevant skill training and participate in a series of simple tasks such as guidance, reception, and cleaning in related industries.^[6] It can be said that the emergence and development of leisure agriculture provides strong support and incentives for increasing farmers' income from a national and comprehensive perspective.

4.2.2 Better Technology

The development of leisure agriculture has provided conditions for the introduction of modern and scientific planting techniques from urban areas into rural planting industry. The development of leisure agriculture has promoted the active planting of cash crop such as vegetables, melons and fruits in rural areas,^[7] but the planting of cash crop has higher technical requirements.^[8] Therefore, through

the development of leisure agriculture, the local enthusiasm for the planting of cash crop has been stimulated. In order to increase the tourist flow, the local demand for a large number of specialty agricultural products has also been effectively stimulated. In this way, the adoption of more advanced and scientific production planting techniques has become a necessity during the planting process. By adopting advanced agricultural technology, on the one hand, it can improve the labor productivity of local rural areas, while significantly improving the output quality of agricultural products, further enhancing the market competitiveness of local agricultural products, and achieving an increase in farmers' income from the perspective of production and operation. [9] On the other hand, the introduction of advanced agricultural technology will significantly reduce the labor time of farmers in agricultural production. Therefore, the employment time of farmers in non agricultural industries will be significantly increased, giving them time to engage in other non agricultural industries. It can be said that introducing advanced agricultural technology can not only improve farmers' production efficiency and increase their income through participating in agricultural production labor, but also indirectly increase the non agricultural income of local farmers by reallocating labor time.

4.2.3 Leveraging the versatility of agriculture

The development of leisure agriculture has fully utilized the multifunctionality of rural agriculture. We can start from the following three aspects: firstly, the content of leisure tourism services, ecological civilization construction, and local culture promotion in leisure agriculture has enabled traditional agriculture to transform into modern agriculture, providing more development space for it. In contemporary times, batches of characteristic towns with strong regional cultural characteristics and humanistic atmosphere have emerged one after another. These creative agricultural projects have opened up a new path for rural industries, providing farmers with richer employment opportunities and job choices, and effectively improving their labor income. Secondly, the emergence of a series of cultural and tourism integration projects in the development of leisure agriculture, such as farmhouses, characteristic farms, and picking gardens, has also provided conditions for the transfer of agricultural employment. Some farmers have entered non agricultural industries to participate in labor through professional transfer, thereby obtaining higher salaries, directly increasing their income level, and reducing the pressure of excessive agricultural population on the demand for farmland. Third, leisure agriculture, as a part of agricultural multi-function, has generated a stronger demand for local rural land and financial services in the development process, thus indirectly improving the value of rural land and improving the intrinsic value of rural housing and other property rights.

5. Conclusions

At present, under the influence of the epidemic, China and even the world are facing unprecedented changes in their economy and society. Therefore, promoting social harmony and unity is the most important issue that China should pay attention to at present. The demand for social stability and harmony inevitably cannot shift our focus from livelihood issues. At present, China's rural revitalization strategy is steadily advancing, and whether the core issues of "agriculture, rural areas, and farmers" can be perfectly addressed is related to the smooth progress of China's construction of a better society. In order to ensure that the great project of building a socialist modernized country is not affected, properly handling the "agriculture, rural areas, and farmers" issues has become a top priority in national construction work. In the absence of land resources, the development of leisure agriculture aims to improve farmers' lives and increase their income by transforming the existing land environment in rural areas. The development of leisure agriculture not only preserves rural customs and promotes local rural construction, but also improves the living environment of rural residents while protecting arable land. It is a great strategy to solve the problems of agriculture, rural areas, and

farmers.

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