

# *Analysis of Management and Operation Models of Leisure Agriculture and Rural Tourism*

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**Abstract:** In the development strategy of rural industries, the organic integration of agriculture and tourism has become an innovative and effective development model. By leveraging the unique advantages of agricultural resources and rural ecological environment, a new tourism format integrating sightseeing, experience, entertainment, and education is created. This "agriculture+tourism" development model not only expands the sources of income for farmers and improves their economic benefits, but also integrates agricultural production, entertainment, and education. The organic combination of rural life and natural landscapes has effectively promoted the transformation of rural industrial structure from a single traditional agriculture to a diversified and composite industrial structure, achieving industrial upgrading. This article mainly explores the management models of leisure agriculture and rural tourism, analyses the current situation of their combination, and proposes measures to optimize the management models of leisure agriculture and rural tourism. The aim is to continuously promote the optimization and upgrading of rural industrial structure, enhance the attractiveness of rural agricultural tourism, and contribute to rural revitalization.

## **1. Introduction**

Agriculture is a fundamental industry, and China has abundant agricultural resources, creating favorable conditions for the development of tourism agriculture management models. Under the guidance of the concept of rural revitalization, the development of rural tourism models in our country has brought new economic growth points to rural areas. Many tourists have visited and played in rural areas. However, in reality, the combination between rural tourism and leisure agriculture is not close, and the management mode needs to be improved. How to develop tourism resources and build a rural tourism management and operation system based on leisure agriculture requires key research.

## **2. Rural Tourism Management Model Based on Leisure Agriculture**

### **2.1 Rural Tourism Model**

Due to the different resources and management models in rural areas, various rural tourism models have emerged, including natural landscape, leisure and entertainment, pastoral experience,

and cultural characteristics. Natural landscape type refers to a management model that relies on the natural resources of rural areas to provide tourists with a tourism experience. Rural natural resource types include mountains, lakes, rivers, forests, etc. Rural areas provide tourists with activities such as exploration, hiking, camping, etc., allowing them to have a rich natural experience in the countryside. Leisure and entertainment type refers to providing a large number of rural facilities for tourists, organizing them to participate in rural activities, including agricultural games, picnics, barbecues, etc. This business model mainly provides innovative rural entertainment projects for tourists. Rural experiential refers to guiding tourists to participate in agricultural work and rural life, and gain rich emotional experiences during the process of crop planting and harvesting. Cultural characteristic refers to showcasing the history and culture of rural areas, distinctive agricultural products, etc., inheriting and protecting the cultural resources of rural areas, and providing high-quality cultural product services for tourists [1].

## **2.2 Business Management Model**

In terms of business management models, rural tourism resource management models can be roughly divided into four types, namely individual, complex, shared farm, enterprise+community+farmer business management models. Individual operation is a traditional business model that is operated independently by individual farmers, providing services such as accommodation, catering, and agricultural experience. The management method is more flexible and regulated by market departments. The pastoral complex is a combination of several farms to form a complex that integrates catering, accommodation, entertainment, shopping and other functions to meet the diverse needs of tourists. It is an operation and management model that optimizes the allocation of resources, with a large amount of investment and a certain degree of standardization. Shared farm refers to the management model of opening up idle farm resources to the public, providing short-term rental and experiential services, and fully utilizing idle resources. At present, there are many business models of enterprises+communities+farmers. Enterprises provide funds, technology, and talent, communities provide public resources and facilities, and farmers provide labor, jointly participating in the management of tourism and distributing rights and responsibilities.

## **3. Current Situation of Rural Tourism Management Based on Leisure Agriculture**

### **3.1 Lack of Distinctive Cultural Resources**

The attractiveness of rural tourism is greatly influenced by the unique cultural resources of the region. In the management of leisure agriculture and rural tourism in China, due to excessive pursuit of economic benefits and neglect of the protection and inheritance of cultural characteristics, the experience of tourists is poor. For example, the overly commercialized business model has resulted in cultural elements such as traditional rural lifestyles and handicrafts not being highlighted in the management model, leading to a lack of uniqueness and attractiveness in rural tourism. In rural tourism and cultural activities organized by rural organizations, there are problems such as single content and outdated forms, which cannot meet the increasingly diverse and personalized needs of tourists. For example, in the management of leisure agriculture, farmers only provide traditional agricultural experiences for tourists, neglecting the dissemination of cultural knowledge such as local history, customs, and art, resulting in a decrease in the value of tourism resources [2].

### **3.2 Imbalance in Agricultural Resource Development**

The imbalance in agricultural resource development refers to the situation where leisure agriculture and tourism resources have not been fully integrated in the construction of management models for leisure agriculture and rural tourism. Agricultural resources are the foundation of rural tourism, and their imbalance is mainly reflected in two aspects. On the one hand, some popular rural areas excessively develop agricultural resources, converting a large amount of agricultural resources into "leisure agriculture" resources, leading to resource depletion and environmental damage, which affects the sustainable development of rural tourism. For example, excessive picking, breeding and other agricultural activities are allowed in business management, leading to a decrease in soil quality and deterioration of the ecological environment. On the other hand, in the process of utilizing agricultural resources, rural areas lack effective development and utilization of leisure agriculture, resulting in idle and wasted resources. For example, rural areas have high-quality agricultural resources such as land and water sources, but due to factors such as technology, funding, and market, they cannot be effectively transformed into rural tourism products, which affect the development potential of rural tourism.

## **4. Rural Tourism Management Measures Based on Leisure Agriculture**

### **4.1 Properly Allocate Leisure Agricultural Resources**

The quality of leisure agriculture and rural tourism management is greatly affected by resource efficiency. Resource allocation efficiency is a prerequisite for improving the quality of rural tourism services and a core key to ensuring that rural tourism has strong attractiveness. Under the organization and management of relevant departments, it is necessary to optimize the allocation of leisure agricultural resources and explore the application value of leisure agriculture in rural tourism. In resource allocation, land and water resources in rural areas should be reasonably planned to effectively avoid excessive development or idle waste. For example, in the evaluation and classification process of rural leisure agricultural resources, differentiated development strategies are formulated based on the characteristics of different resources, such as some areas dedicated to planting and breeding, and some areas used for tourists to experience agricultural activities. In the process of resource development and utilization, rural areas should fully utilize modern technology to improve the efficiency of agricultural resource development. For example, by using intelligent agricultural equipment, precision agriculture technology, etc., agricultural production efficiency can be improved and environmental impact can be reduced. The allocation of rural leisure agriculture resources should include various types, including natural landscapes, cultural landscapes, agricultural resources, etc., to determine suitable tourism projects and products for development, and to do a good job in the resource allocation of leisure agriculture, ensuring the scientific and efficient management of rural tourism [3-5].

### **4.2 Building Regional Tourism and Cultural Characteristic Brands**

Each rural area has its own unique cultural resources, including planting culture, historical culture, local culture, agricultural culture, life culture, etc. In the process of rural tourism management, attention should be paid to the development and utilization of regional characteristic cultural resources, the construction of rural characteristic tourism cultural brands, and the attraction of tourists to visit and experience [6-8]. For example, in the construction of a rural tourism management model based on leisure agriculture, it is necessary to develop brand products with local characteristics, such as specialty agricultural products and handicrafts, and improve their visibility

and influence through packaging, marketing and other means. At the same time, during the peak tourism season, rural areas utilize leisure agriculture to organize cultural activities, such as folk festivals and traditional craft exhibitions [9-10], allowing tourists to participate personally and experience the charm of rural culture. In the process of business management, the government and relevant departments can promote and publicize it, using short videos and other means to build and promote the brand, and do a good job in brand promotion and publicity. With the cooperation of the government, enterprises, communities, and farmers, a brand effect can be formed. At the same time, unique resources such as historical culture and folk customs in the area can be excavated and protected, forming a unique rural tourism culture [11-13].

### **4.3 Strengthening the Normative Construction of Rural Tourism System**

Due to the relatively idle nature of rural leisure agricultural resources, when constructing a rural tourism management model, the management entity (government) should do a good job in standardizing the rural tourism system to ensure the scientific and standardized management of rural tourism. In terms of resource management, the government has formulated detailed regulations on resource development and utilization, clarifying which resources can be developed, which resources need to be protected, and how to rationally develop them. In terms of service management, it is necessary to rely on the existing business management model, establish service standards and evaluation systems, ensure the quality of tourist experience in accommodation, catering, play, shopping, etc., regularly inspect and evaluate service quality, and promptly rectify any non-compliance. In terms of business norms, it is necessary to clarify the prices of products and services, regulate advertising and contract signing, and effectively prevent tourists from encountering unfair competition and fraudulent behavior during rural tourism. For violations, relevant departments should strictly punish them. Therefore, during the operation and management period, a specialized supervision agency for rural tourism operation and management should be established, responsible for supervising and managing, handling complaints, etc., effectively safeguarding the basic rights and interests of tourists, and ensuring the standardization of rural tourism operation and management [14].

### **4.4 Assessment and Management Based on Ecological Environment**

In the process of managing leisure agriculture and rural tourism, in order to achieve effective integration between the two and explore the application value of leisure agriculture in tourism development, it is necessary to prioritize the protection of the ecological environment and promote the sustainability of rural tourism. Firstly, rural tourism operators need to minimize environmental damage during development activities; plan tourist activity areas reasonably, avoid development in ecologically sensitive areas, and adopt scientific methods for waste disposal. The assessment management based on ecological environment requires relevant departments to regularly evaluate the environmental quality of tourists, and assess changes in air quality, water quality, soil quality, and other factors. In the process of operation and management, environmental protection publicity and education should be provided to the participants in tourism services, enhancing the environmental awareness of tourists and farmers, jointly participating in environmental protection work, and achieving green development of rural tourism. The government rewards rural tourism areas that do a good job of environmental protection and imposes fines on those that damage the environment. The government ensures the ecological integrity of rural tourism management through reward and punishment mechanisms.

## 5. Conclusion

In summary, the management of rural tourism should do a good job in resource allocation, with improving resource utilization as a prerequisite to ensure the scientific development of resources. At the same time, under the guidance of the government and relevant departments, efforts should be made to build tourism and cultural characteristic brands in rural areas, carry out brand construction and promotion, establish standardized management systems for rural tourism, and assess business management models to effectively ensure the sustainable development of rural tourism and provide high-quality experiences for tourists.

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