

Exploration on the Development Mode of Leisure Farm under the Background of Rural Revitalization Strategy: A Case Study of Moon Lake Farm in Dukou Township, Xuanhan County

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Abstract: The strategy of Rural Revitalization is a major decision-making deployment of China and the general grasp of the work of "agriculture, countryside and farmers" in the new era[1]. As an important industry of rural revitalization, leisure farm is an important carrier to promote rural economic development and increase farmers' income. On the basis of full investigation and research, this paper analyses the current situation, existing problems and causes of the development of leisure farms in Dukou Township. And put forward the development countermeasures: take the industry as the support, promote the development of industrial integration; take the market as the guidance, create high-quality leisure farm; To provide intellectual support based on talents and to promote the sustainable development of leisure agriculture based on ecology. Research and understanding are helpful to explore the development mode of leisure farms under the background of Rural Revitalization strategy. It plays an important guiding role in promoting the sustained, stable and healthy development of rural economy.

1. Introduction

People's yearning for rural life and demand for leisure tourism are increasing with the rapid development of the Chinese economy and the acceleration of urbanization. Leisure farms play an important role in promoting rural economic development, increasing farmers' income and promoting rural revitalization. It is a new industrial form combining agriculture with tourism[2]. Actively explore the development model of leisure farms, relying on the rich local natural resources and unique regional culture. Moon Lake Farm in Dukou Township of Xuanhan County has made some achievements while facing some problems and challenges. The in-depth study of Yuehu Farm aims to provide useful references for the development of leisure farms under the background of rural revitalization strategy.

2. Background of leisure farm construction

2.1. General Situation of Dukou Township

Dukou Township is located in the northeast of the county, 105 kilometers away from the county seat, covering an area of 90.86 square kilometers. The average altitude of the township is about 900 meters, the forest coverage rate is over 60%, and the air quality is maintained at or above the second level all the year round. The unique natural environment provides a high-quality ecological basis for the development of leisure farms. In 2018, Dukou Town was rated as a key supported township for rural revitalization in Sichuan Province, which prompted the local government to actively explore new ways of economic development and vigorously promote the adjustment of rural industrial structure.

In recent years, in the process of building "Beautiful and Livable Villages in Sichuan", Dukou Township has continuously optimized its industrial layout and product structure, insisting on developing modern agriculture as the main direction. By introducing advanced agricultural technology and management experience, a number of characteristic agricultural industries have been cultivated. For example, alpine vegetable cultivation and characteristic fruit cultivation provide abundant agricultural products resources for the development of leisure farms. At the same time, Dukou Township vigorously promotes the integration and development of rural primary, secondary and tertiary industries. Actively exploring the integration mode of agriculture and tourism, culture, education and other industries, the township's agricultural industry has shown a good momentum of development.

2.2. Advantages of tourism resources

Dukou Township relies on tourism resources such as "Bashan Grand Canyon" and "Guanyin Mountain National Forest Park". Based on its own resource endowment and location advantages, we should vigorously develop leisure agriculture and rural tourism. The magnificent canyon scenery, unique geological landscape and rich folk culture have attracted a large number of tourists. "Bashan Grand Canyon" has brought high tourism popularity to Dukou Township. Guanyinshan Forest Park has become an ideal place for tourists to get close to nature and spend their holidays, with dense forests and fresh air. The ecosystem is diverse.

These abundant tourism resources provide a broad market space for Moon Lake Farm. It has laid a good foundation for the development of Moon Lake Farm. By leveraging the influence of surrounding famous attractions, the farm can attract more tourists to experience rural leisure life, achieving complementary advantages and coordinated development with surrounding attractions.

3. Ideas for the construction of leisure farms

3.1. Theme and function orientation

According to the overall plan of Yuehu Farm in Dukou Township, Xuanhan County, the theme of Yuehu Farm is "ecological leisure" and its characteristic is "health vacation". The plan is to create a tourist attraction that integrates sightseeing, leisure, experience, catering, accommodation, entertainment, science education and other functions. The plan insists on combining agriculture with tourism, using agriculture to promote tourism and tourism to promote agriculture.

On the one hand, relying on the advantages of agricultural resources, we will vigorously develop ecotourism and characteristic animal husbandry. The farm has planted various seasonal flowers, such as rapeseed and peach blossoms in spring, sunflowers and lotus flowers in summer. The

chrysanthemums and osmanthus flowers in autumn create a beautiful rural scenery, with flowers blooming all year round and scenery everywhere, satisfying tourists' longing for rural life. At the same time, special animal husbandry also has a considerable scale, raising special livestock and poultry such as black goats and wild chickens. Cherry, strawberry, blueberry and other special fruits are planted, and tourists can participate in agricultural activities such as picking and feeding, and experience the fun of rural life firsthand.

On the other hand, work should be carried out around leisure agriculture and rural tourism. By improving tourism infrastructure, such as building spacious and comfortable pedestrian walkways, installing clear signs, and constructing modern parking lots, the tourism experience can be enhanced. At the same time, we will develop a series of characteristic tourism projects, such as parent-child farming experiences, folk culture demonstrations, and outdoor expansion training, to transform rural tourism destinations into leisure farms.

3.2. Landscape and facility construction

In the Moon Lake Farm, there are lakes and mountains. The farm is built in the middle of the Moon Lake, surrounded by flowers, trees, fruits and vegetables. With good ecological landscape and clean water quality, Moon Lake has a high purity of lakes and streams; On the lakeshore, there is a hydrophilic platform for visitors to fish and view. The farm also has two standard swimming pools and a tennis court, where visitors can enjoy the natural scenery while exercising, meeting their needs for fitness and entertainment.

The farm has a museum to analyze the soil around the Moon Lake and establish a database to enrich the cultural connotation of the leisure farm. Through physical objects, pictures, multimedia and other forms, the museum shows the local farming culture, folk customs, historical changes and other contents. It enables visitors to have a deep understanding of the local culture. At the same time, the farm uses the soil database to improve the quality and yield of agricultural products according to different soil conditions. Planting crops scientifically.

Moon Lake Farm is an important part of Moon Lake Farm because of its beautiful natural environment, rich characteristic agricultural products and profound cultural background. On the basis of ecological and environmental protection, we should make full use of the natural and human resources advantages of leisure agriculture and vigorously develop the tourism industry. The farm operates in the mode of "company + base + peasant household" with unified planning, unified management, unified marketing and unified brand. It combines ecological agriculture with leisure and vacation[3].

3.3. Industrial integration and expansion

Under the background of Rural Revitalization Strategy, Moon Lake Farm in Dukou Township explores a more diversified industrial symbiosis model. It is not only limited to the simple combination of agriculture and tourism, but also will further deepen industrial integration.

On the one hand, the farm strengthens its cooperation with local farmers through the model of "farm + farmer". Farmers should be guided to devote themselves to the cultivation and processing of characteristic agricultural products. The farm grows organic vegetables, fruits, and other agricultural products according to farm standards, and participates in the primary processing of canned fruits, vegetable drying, and other agricultural products. Rural areas also provide technical guidance and market information for farmers. At the same time, farmers can also use their own houses to enrich the farm's product line, develop rural tourist accommodation, provide accommodation services, and increase farmers' income.

Farmers, on the other hand, integrate with the creative industry as the carrier. Such as holding art

exhibitions, inviting well-known calligraphers to participate in calligraphy and painting exhibitions in farms. It combines calligraphy works with natural landscape and brings unique artistic enjoyment to tourists. A photography competition will be held in rural areas to showcase the appearance of the farm and the interests of farmers through photographic works, in order to promote the success of the farm. To attract photography enthusiasts to capture the beautiful scenery of the farm and the life of the village, carry out literary creation activities with rural themes, create literary works with rural themes, and add cultural atmosphere to the farm. Writers and poets are invited to go deep into the life of farmers and create literary works with the theme of traveling farmers. It adds cultural taste to the tourist farmers, adds cultural flavor to the tourist farmers, and adds cultural flavor to the tourist farmers. It adds a cultural taste to the tourist farmer.

In addition, the farm can explore deep integration with education and establish agricultural science popularization education bases such as parent-child farming experience courses and nature observation camps. In the parent-child farming experience class, children can participate in farming, watering, fertilizing, and harvesting crops with the accompaniment of their parents, understand the growth of crop varieties, and cultivate labor literacy. The nature observation camp organizes children to observe animals and plants in the village, learn ecological knowledge, cultivate a sense of awe and love for nature, and other content. Using various animals and plants on the farm as carriers and media, children can achieve a people-oriented educational purpose and education through exposure to these things, and promote personal growth and development through social influence.

Intelligence and digital have become an important direction for the transformation and upgrading of modern agriculture and tourism, because of the rapid development of information technology. The Moon Lake Farm in Dukou Township should keep pace with the times in order to enhance the operating efficiency of the farm and the experience of tourists. We will actively introduce modern information technologies such as the Internet of Things, big data and artificial intelligence[4]. For example, the Internet of Things technology is used to monitor the environmental parameters in the farm, including soil humidity, temperature, light intensity, etc. The accuracy of irrigation and fertilization will improve the efficiency and quality of agricultural production. Through large data analysis of tourists' consumption habits and preferences, it provides personalized services and recommendations for tourists. For example, agricultural products suitable for tourism projects should be recommended according to the interests and hobbies of tourists. Tourists can get detailed information about the farm, introduction of scenic spots and navigation services through mobile APP. Artificial intelligence technology is used to develop intelligent tour guide system to enhance the convenience and interest of tourism.

4. Problems in the farm

4.1. Insufficient integration of business projects and culture

Leisure farm management projects are single, lack of innovation, the theme is not distinct, and the integration of projects and regional culture is not enough. At present, the main projects focus on traditional projects such as farmhouse entertainment and fishing. Most of the dishes in Nongjiale are common farm dishes, which lack regional characteristics and fail to fully reflect the local food culture. The fishing project only provides fishing grounds and tools, without integrating into the local fishing culture, lacking cultural connotation and interest.

In the development of tourism projects, there is no in-depth excavation of local folk culture, farming culture and other cultural resources. It fails to integrate these cultural elements into tourism projects. For example, there are abundant traditional handicrafts, such as bamboo weaving and wood carving. However, the farm has not developed these handicraft production processes into

tourism experience projects. Tourists can not personally feel and experience the charm of local traditional culture.

4.2. Unreasonable planning and design

Planning and design are not scientific enough. The utilization of local natural ecological conditions and human and historical resources is not enough, and the planning and design of farms are not reasonable enough. The architectural style is not in harmony with the surrounding natural environment and humanistic atmosphere, and does not reflect the local regional characteristics. The layout of some buildings is disorderly and disorderly, which does not take into account the tourists' visiting routes and experience. As a result, tourists are easy to lose their direction when visiting the farm, which affects the feeling of visiting.

At the same time, the planning and design of the farm is not forward-looking enough, and the future development needs are not fully considered. With the increase in the number of tourists, existing infrastructure and service facilities, such as insufficient parking capacity, insufficient number of public toilets, and unclear tourist signs, are gradually unable to meet the needs of tourists.

4.3. Layout and integration issues

The layout of the farm is unreasonable. The farm layout is scattered, the distance between each functional area is far, and the traffic is inconvenient. It increases the cost and time cost of tourists in the farm. Moreover, the farm has not been reasonably integrated with the surrounding scenic spots, and has not formed an effective tourist route. After visiting the farm, it is difficult for tourists to easily visit other scenic spots around, resulting in a shorter stay time for tourists. Consumption potential has not been fully tapped.

In addition, farms are not effectively integrated with infrastructure such as roads and railways. The inconvenience of transportation limits the accessibility of tourists, especially for some self-driving tourists. Problems such as poor road conditions and unclear traffic signs make it difficult for them to go to the farm. It affects the willingness of tourists to travel.

4.4. Destruction of ecological environment

The ecological environment has been seriously damaged. The vegetation around the farm is sparse, and some native vegetation has been destroyed due to over-exploitation and unreasonable construction. The stability of the ecosystem is affected. There are a large number of weeds, shrubs and trees growing on both sides of the road, lacking effective management and maintenance, which not only affects the beauty, but also affects the beauty of the road. It is also easy to cause ecological environment pollution.

The uneven roads around the farm and the serious accumulation of garbage on both sides of the road not only affect the safety and experience of tourists, but also affect the safety and experience of tourists. It also destroys the overall image of the farm. The buildings around the farm are seriously abandoned, the infrastructure is seriously damaged, and some old buildings have not been repaired and renovated in time. It not only wastes resources, but also affects the landscape of the farm.

4.5. Single product structure

The product structure of the farm is single, mostly farmhouse entertainment, lacking characteristic agricultural products, handicrafts and characteristic agricultural products. In terms of agricultural products, fresh vegetables and fruits are mainly sold, lacking deep-processed products,

and the added value of products is low. In terms of handicraft, although there are abundant handicraft resources in the area, the farm has not been effectively developed and utilized. There are few handicrafts with local characteristics in the market.

The development of characteristic agricultural products is also relatively lagging behind, and there is no brand effect. Due to the lack of packaging and publicity, some high-quality agricultural products have not been recognized by the market and can not achieve their due economic value. Moreover, the farm's product sales channels are single, mainly relying on tourists to buy on the spot. Lack of online sales platform and cooperation with other businesses, the market share is small.

4.6. Talent and management issues

The quality of employees is low and there is a lack of professional management personnel. Although the operators of leisure farms in Dukou Township basically have certain cultural level and management ability. However, most of the operators have not received relevant professional training. There are some problems in the planning and design of the project, environmental sanitation, marketing and so on.

In terms of project planning and design, due to lack of professional knowledge, it is impossible to accurately grasp the market demand and tourists' psychology. As a result, the project design is not attractive and innovative. In the aspect of environmental sanitation management, there is no perfect management system and standard, and the sanitary condition is not good, which affects the experience of tourists. In terms of marketing, there is a lack of effective marketing means and channels, and the sensitivity to market changes is low. The marketing strategy can not be adjusted in time, resulting in the low popularity and reputation of the farm.

In addition, most of the farm employees are local villagers, who lack professional knowledge and skills in the tourism service industry and have a weak sense of service. It can not provide good service for tourists. In the peak season of tourism, due to the shortage of staff, the quality of service is even more difficult to guarantee, which can easily lead to dissatisfaction and complaints from tourists.

5. Countermeasures for the development of Moon Lake Farm in Dukou Township

5.1. Ecological protection and prominent features

Follow the principle of giving priority to ecology, highlight local characteristics, do not engage in one side of a thousand gardens, and pay attention to the protection of natural landscape. In the process of development, we should adhere to the principle of ecological environment protection, strengthen vegetation planting and maintenance, restore the balance and stability of the ecosystem, and strengthen the protection and restoration of the ecological environment around the farm, under the premise of ecological priority and rational development and utilization of natural and human resources.

In the construction of mountains and waters, the local natural landscape and rural cultural landscape characteristics have been fully explored. Create a unique and charming tourist landscape, such as utilizing local scenery to construct facilities such as observation decks and boardwalks. Tourists have a better appreciation of the natural scenery. It integrates local folk culture, historical culture and other elements into architectural design, landscape sketches and tourism projects. The farm has a strong cultural atmosphere and strong regional characteristics.

At the same time, it is necessary to establish a sound ecological environment protection system, strengthen publicity and education on environmental protection for tourists, guide tourists to travel in a civilized manner, jointly protect the ecological environment of the farm, and create a good

environment for the protection of the ecological environment of the farm.

5.2. Scientific planning and layout

We must avoid blindly following development trends and plan our layout reasonably. Yuehu Farm should layout according to the surrounding resources and location advantages, target market demand, and its own business ideas. Rural areas should scientifically divide the various functional areas of farms, such as dining areas, accommodation areas, leisure and entertainment areas, agricultural sightseeing areas, etc., so that each area is independent and interconnected, which can make it more convenient for tourists to visit and consume.

In the planning and design process, in order to build convenient transportation roads and complete infrastructure, it is necessary to fully consider tourists' travel routes and experiences, strengthen cooperation and integration with surrounding scenic spots, share resources, complement each other's advantages, and jointly design tourism routes. As for the tourism industry, attention should be paid to the connection with transportation infrastructure such as highways and railways, improving transportation conditions, and enhancing the accessibility of tourists.

5.3. Enriching formats and optimizing structure

The tourism industry is more abundant and the industrial structure is more optimized[5]. It is necessary to provide more and richer tourism experience and service items, based on the advantages of local resources and industrial characteristics. Rural areas should enrich the tourism industry and product system. In addition to traditional farmhouse entertainment and fishing projects, diversified tourism projects such as rural accommodation, folk culture experience, agricultural activity experience, parent-child education, and leisure vacation should be added.

We will intensify the development and deep processing of characteristic agricultural products and increase the added value of products. For example, local fruits are processed into fruit juice, preserves, fruit wine and other products, and vegetables are processed into special foods, such as mustard, mustard and so on. At the same time, we should intensify the development of handicraft products. Local craftsmen were organized to make bamboo weaving, wood carving, embroidery and other handicraft products with regional characteristics into tourist souvenirs for sale. The product structure of the farm is more abundant.

5.4. Innovative marketing and brand promotion

We should seize the opportunity of rural revitalization, make full use of Internet technology to innovate marketing strategies and enhance brand awareness. Expand marketing channels and establish official websites and social media accounts for farms in the context of rural revitalization strategy. By posting exquisite pictures, videos, and textual information, we can showcase the characteristics and charm of the farm, attract potential tourists, and also use e-commerce platforms for online sales to expand sales channels for agricultural products and tourist souvenirs.

The farm can strengthen cooperation with travel agencies and online travel platforms, launch special tourism routes and promotional activities, and attract more tourists. At the same time, we should pay attention to brand building, excavate the cultural connotation and characteristics of the farm, and create brand image, recognition and influence. By organizing various thematic activities and participating in tourism exhibitions, the brand awareness and reputation of the farm will be improved.

5.5. Personnel training and management improvement

Strengthening farm construction should start with cultivating professional talents and establishing a sound management system and mechanism. Farms should regularly organize operators and employees to participate in business training, so that employees can learn knowledge and skills in tourism planning and design, marketing, service management, and other aspects, and improve their comprehensive quality and business ability.

In order to further develop, the farm can introduce professional management talents, enrich the management team, improve the management level, establish and improve management systems and service standards, ensure the provision of high-quality services for tourists, and strengthen the management and supervision of environmental hygiene, food safety, and service quality. At the same time, we pay attention to the encouragement and care of employees, while improving welfare benefits and enthusiasm for work. The cohesion and sense of belonging of employees have been enhanced.

6. Conclusion

Taking Yuelianghu Farm in Dukou Township of Xuanhan County as an example, this paper explores its development mode on the basis of analyzing its development status. With the in-depth implementation of the Rural Revitalization Strategy and the increasing demand for leisure tourism, Leisure farms will surely usher in a broader space for development. At the same time, in order to adapt to market changes and tourist demands, and achieve sustainable development, leisure farms should continuously innovate their development models and enhance their competitiveness.

As a new form of tourism, the development of leisure farms needs to consider many aspects. In the context of the rural revitalization strategy, to achieve the organic unity of economic benefits, ecological benefits, and social benefits, we will further improve the development level of leisure farms. Leisure farms should actively explore resource integration, industrial integration, ecological protection, and cultural heritage.

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