

Research on the Development and Industrialization of Leisure Agricultural Resources in Henan Agricultural Cultural Heritage Sites based on Internet Vision

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Abstract: As an extension and extension of traditional agriculture, leisure agriculture has higher added value than traditional agriculture. It is a combination of agriculture, agro-processing industry and service industry integrating tourism, leisure and sightseeing. As one of China's major agricultural provinces, Henan's rational development of agricultural leisure culture industry is an important and effective way to keep up with the pace of China's agricultural industry modernization. This paper analyzes the potential advantages of Henan's vigorous development of agricultural culture and leisure industry. And this paper constructs the virtual agriculture library based on Internet vision. In the end, it puts forward suggestions and countermeasures for the construction of leisure agriculture in Henan agricultural cultural heritage sites, aiming to provide useful reference and reference for the development of leisure agricultural resources and industrialization in Henan Province.

1. Introduction

As a large agricultural province, Henan has the characteristics of a large amount of cultivated land, dense population and less per capita cultivated land. As a major grain-producing province in China, relying solely on food for economic benefits has been unable to meet the needs of Henan farmers to gradually improve their quality of life. Therefore, improving the land use efficiency of Henan and developing the agricultural-related industrial chain have become an important channel for Henan to develop agricultural economy. In recent years, the development of cultural industries has made some new agricultural culture and leisure industries such as farmhouses and ecological parks a new focus of economic growth. This new type of industrial model can not only improve the economic benefits of the land, but also bring the life and cultural gap between urban and rural residents closer, with multiple benefits. Therefore, the research on the development of agricultural culture and leisure industry in Henan has academic value and practical value ^[1].

2. The potential advantages of leisure agriculture in the agricultural cultural heritage sites based on Internet

2.1 Superior natural conditions

Henan is located in the plain, the land is vast and fertile, and the four seasons are distinct, suitable for planting a variety of vegetables, fruits, ornamental plants and food crops, which provides a good natural condition for the development of agricultural culture and leisure industry in Henan. The vast and fertile land enables the development of various forms of cultural and leisure industries, such as farmhouses, ecological planting and ornamental gardens, and experiential farms. With distinct four seasons, we can plant different crops, flowers, vegetables and fruits in different seasons, develop more categories of agricultural culture and leisure industry, and attract tourists to consume for many times in four seasons. Henan also has a dense population and a large number of surplus labor force, which makes the development of agricultural culture and leisure industry needs a large number of service personnel more adequate. In addition, Henan also has a number of mature scenic spots with rich cultural deposits and historical value, including shaolin temple, longmen grottoes, and shanghe garden during the qingming festival. Relying on these scenic spots to develop the relevant agricultural culture and leisure industry, it should have stronger attraction and richer commercial value.

2.2 Rich cultural heritage

Henan not only has vast land and dense population, but also has quite rich cultural resources. Henan has a variety of world cultural heritage, from oracle to folk minors, from paper-cutting to wooden board paintings, from silk flowers to stone carvings. These cultural heritages include not only historical monuments, but also the inheritance of folk culture. Rich and diverse culture makes Henan develop agricultural culture and leisure industry with unique cultural resources. The experiential tourism project is a tourist hotspot in recent years. As a large province with a long history and rich cultural heritage, Henan can develop different types of experiential cultural leisure industry in different towns and villages. This cultural leisure industry is naturally a farmhouse. The agro-ecological park and farm experience are the main forms. These agricultural culture and leisure industries can also form a unique and innovative tourism project through the cultural elements that are unique to Henan's unique historical sites and world intangible cultural heritage. With more and more tourist attractions and the development of agricultural experience-based ecological parks, in order to have strong competitiveness, Henan needs to make full use of its rich cultural heritage. I also have others, and others who I don't have, only To do this, we can satisfy the tourists' curiosity and attract more tourists to come to consume. Incorporating culture into the development of the agricultural culture and leisure industry can make this industry have the possibility of sustainable development^[2]. Table 1 is a table of quality standards for leisure agricultural resources.

Table 1 Leisure agricultural resource quality rating scale

level	Scoring interval	Resource characteristics
Superior grade	>3.50	Extremely high value of resources ,strong attraction
good grade	2.50-3.49	Extremely high value of resources
intermediate grade	1.50-2.49	High value of resources
low grade	<1.49	Higher value of resources

3. Principles for the development and industrialization based on Internet vision

3.1 Ecological protection principle

The development of leisure agricultural resources should not be at the expense of the ecological environment. In accordance with the principle of equal emphasis on economic development and green development, no matter what form of leisure agriculture project, the integrity of the local farmland ecosystem should be ensured. In the planning, the environmental impact and damage factors of human activities should be fully considered. Ensure the balance between leisure agricultural activities and ecological environment, realize the production and living environment in which people and nature live in harmony in the leisure agriculture project, and pursue sustainable development.

3.2 Regional principle

Henan is a large agricultural province with abundant agricultural resources and significant differences. Therefore, when planning the development of leisure agricultural resources, we must do a good job in the preliminary research work to clarify the different geographical advantages of the counties and cities in the province. Only in the planning can we develop the development direction and strategy of leisure agricultural resources in different regions. We must not blindly follow the trend and avoid developing leisure agriculture projects that do not reflect local characteristics. One of the core competitiveness of leisure agriculture is locality and regionality. The beautiful natural scenery and geographical environment and agricultural culture with unique geographical characteristics are the key to attracting the attention of urban tourists^[3].

4. Construction on virtual agriculture library based on Internet

Constructing and perfecting virtual agriculture library has become an important way to develop agricultural leisure resources. We release the development and industrialization information of leisure agriculture resources into the virtual library. Users can search useful information through the virtual library, which can not only help the leisure agricultural resources to establish a regional brand in Henan, but also expand the publicity. The system architecture chart of virtual agriculture library is shown as the figure 1.

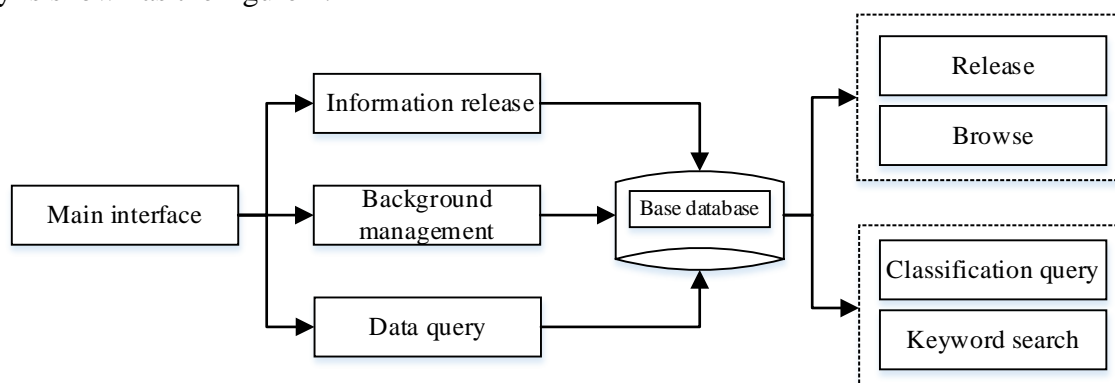


Figure 1: The system architecture chart of virtual agriculture library

The previous linear service system that provides users with single information no longer meets the needs of social development. Instead, it provides users with integrated information service mode. Virtual agriculture library integrates leisure agriculture information to meet the needs of the

majority of users as the center, guiding users to make effective use the virtual agriculture library. The management mode of virtual agriculture library is shown as the figure 2.

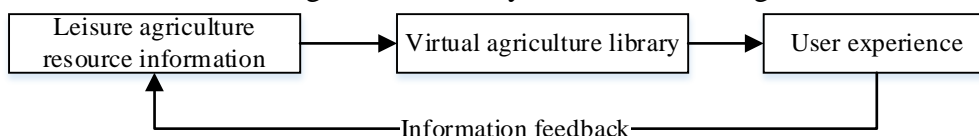


Figure 2: The management mode of virtual agriculture library

5. Suggestions on the development and industrialization based on Internet vision

5.1 Create a new farmhouse leisure industry

Farmhouse is a form of relatively mature agricultural culture and leisure industry. It mainly uses folk customs, folk customs and folk labor as the main consumption content. By building a small farmhouse with local characteristics, and burning local specialties based on local agricultural products, coupled with a unique farm work experience, this has a strong appeal to those living in the city. At the same time, the unique folk customs also have unique commercial value, and its personalized product content has strong appeal to tourists from all over the country and even around the world. There are many towns and villages in Henan, and their customs, eating habits and cultivated crops are different. This provides a good foundation for the construction of farmhouses with different local characteristics in Henan^[4].

5.2 Create a multi-structure agricultural ecological park

In Henan, there are many villages where fruit farmers or flower farmers have contracted land on a large scale, and planted a variety of fruits and vegetables as well as ornamental flowers and plants. These crops can not only achieve commercial returns through the sale of fruits, but also gradually develop their more diversified business value, the most feasible of which is the construction of experiential crop ecological parks. That is to say, the orchard, the garden, and the botanical garden are regarded as an ornamental experience area, and the agricultural culture consumption items with the theme of viewing can be launched at the stage of flowering and fruiting of these crops. Figure 3 shows the type of leisure agriculture sight seeing park and its functional orientation.

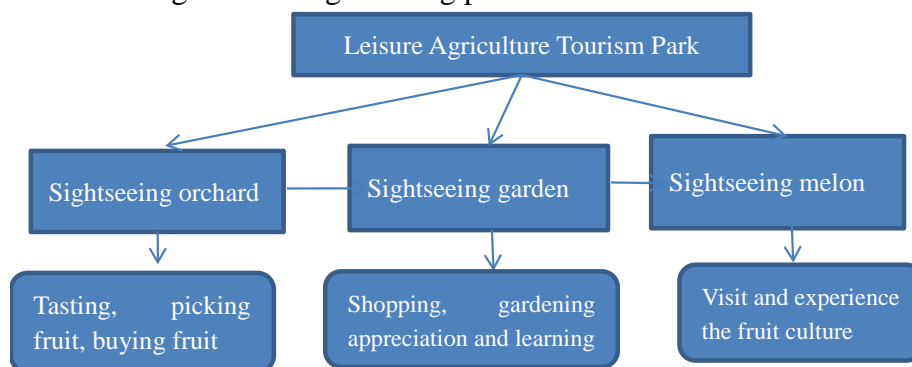


Figure 3 Leisure agriculture tourism park type and function orientation

6. Conclusions

In general, the study on the development and industrialization of leisure agriculture resources in Henan agricultural heritage area is of great economic and cultural significance to Henan, a large

agricultural province. In order to develop the cultural and leisure industry, only constant innovation can maintain the competitiveness of these industries and the continuous improvement of commercial value. Want to develop recreational agriculture resource, be about to follow corresponding principle. The development of leisure agricultural resources in Henan needs to adhere to the concept of sustainable development and meet the needs of consumers. The development of agricultural culture and leisure industry in Henan needs constant innovation to create a new industrial structure.

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