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The Integrated Study on Agritainment and the Industrial Economy of Keeping Good Health and Caring for the Senior

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Abstract Based on the development prospect of the industry of keeping in good health and caring for the senior and practical exploration on the Lishui City's construction of "Health Blessed Land" in Yangtze River Delta, the position, function and facing problems of agritainment in the system of industrial economy of keeping in good health and caring for the senior in Lishui City. From the view of the industry integration, this paper puts forward the new strategies of developing agritainment in terms of design concepts at the top level, guarantee conditions in the government, layout strategies stressing on resources, target assessment focusing on nourishing of life, the basic promoting connotation.

Key words Agritainment, Keeping in good health and caring for the senior, Industry integration

The agritainment has caught the government's attention in recent years for its multiplier effect. Through decades of fast development, the agritainment has entered the critical transition period. How to improve the agritainment through integration of new rising industries is a subject worth considering.

1 Summary

1.1 Study on the prospect of the industry of keeping in good health and caring for the senior Jue Zhongdong (2012) thought that the demand of keeping in good health and caring for the senior is increasing with the fast economic development in China. The mounting unhealthy population in modern society motivates the development of the industry to keep in good health and caring for the senior. The aging population is an uncommon opportunity to develop the healthcare industry. It is widely acknowledged that the healthcare industry is an industry about people's livelihood, with high technological content, high additional value, low consumption and low pollution.

1.2 Practice on making Lishui City the healthcare place in Yangtze River Delta The political and economic foundation of industrial economy in Lishui City is conducive to the development of healthcare industry in Lishui City. It is suggested in the Economic Development Plan of Ecological Healthcare in Lishui City^[2] that the large scale ecological healthcare industry should be formed in China through ten years of hard work. A mode to build an influential ecological healthcare shall be explored. So far, there are problems in the integration of agritainment and the healthcare industry, such as position, importance and ways. Therefore, it is necessary to explore this subject.

2 Current situation and characteristics of agritainment in Lishui City

2.1 Status quo The agritainment starts from the end of 1990s.

Through ten years of development, especially after 2006, government of all levels provides guidance towards the tourism of agritainment. In 2010, the total investment was up to 660 million Yuan and there were 9900 practitioners. The number of annual tourists increased from 158 million Yuan in 2006 to 380 million Yuan in 2010. The direct income enhanced from 54.82 million Yuan in 2006 to 174.08 million Yuan in 2010. Especially since the Twelfth Five-Year Plan, the agritainment tourism has been booming.

2.2 Main characteristics In recent years, the agritainment tourism in Lishui City have exhibited following characteristics. Firstly, the number of agritainment tourism enlarged and there were lots of advanced agritainments. The regional influence of agritainments expanded. Secondly, the agritainment in each county and city develops unevenly. Thirdly, the economic effect lags behind social effect. Fourthly, Lishui City has developed from underdevelopment level to an advanced city in Zhejiang Province.

3 The position, influence and problem of agritainment in the economic system of keeping in good health and caring for the senior

3.1 Position First of all, the greatest attraction of tourism in Lishui City lies in ecotourism. The tourism is related to the economy of keeping in good health and caring for the senior. Meanwhile, the abundant natural resources lay a solid foundation for the development of ecological tourism. Secondly, according to the quantitative analysis, the tourism industry in Lishui has met its fast developing period during the Eleventh Five-Year Plan period. There were only one scenic spot in 2005, but there were twelve in 2010. The number of tourists and tourism income doubled than that in the Eleventh Five-Year Plan period. Based on qualitative analysis, the tourism in Lishui was rural tourism, which was not suitable to the construction of large scenic spot, such as Yellow Mountain and Wuyi Mountain. Instead, rural tourism has great potential in Lishui. Through the quantitative and qualitative analy-

sis, we can draw a conclusion that the ratio of agritainment increased slightly. The agritainment shall become the main feature of rural tourism in Lishui City. Therefore, the position and effect of agritainment not only restrict on tourism, but also in other aspects. Under the background of constructing "beautiful China" and "ecological civilization", tourism is closely connected to rural ecological civilization and the construction of affluent society.

3.2 Function According to the relevant rules of tourism development, characteristic programs were created to stimulate economic development in Lishui. Firstly, the rural tourism and ecotourism enriched the entire tourism image. Secondly, only through the addition of beautiful scenery can the ecotourism realize its ecological civilization and construction of new countryside. Thirdly, agritainment benefits local citizens and promotes social harmonious. Fourthly, the investment in ecological scenic spot and recreational basement are large. Because of limited investment in tourism, government only should provide guidance so as to realize sustainable development.

3.3 Problems Recreational tourism shall face many problems. Firstly, the new concept of keeping in good health and caring for the senior should be put into the recreational tourism. Secondly, the agritainment is related to many industries. However, the tourism of small scale and strong independence towards environment needs further considering. Thirdly, the scenic spot and town are the basic conditions that determine the distribution of recreational tourism. The unbalanced regional development is inevitable. Fourthly, the low economic benefit and inadequate use of advanced technology such as internet should be improved. Fifthly, compared with other industries, measures to protect agritainment and other industries should be valued by the government.

4 Ideas on the economic integration of agritainment and keeping in good health and caring for the senior

The recreational tourism shall be upgraded under the guidance of ecological civilization. Lishui city makes full use of its natural resources and regional culture to improve local economic develop-

ment and to create more jobs to farmers.

Compared with other places, Lishui government paid attention to the marketing of such pleasant scenic spot. Government's role in providing technological training is critical to the development of agritainment.

According to the spatial distribution of agritainment in Lishui City, it is necessary to develop agritainment in Qingyuan County. Along with the ameliorated traffic jam, the spatial distribution of agritainment shall be considered as the key development zone in future. Therefore, the layout should also consider the development potential.

The consolidation and development of recreational tourism should be stressed so as to change recreational tourism into a large industry which would change people's way of spending holiday. Therefore, the evaluation, prize and professional guidance shall be focused.

Plans and regulations should be published to enhance the economic benefit of recreational tourism. The improvement of the connotation of agritainment is the foundation of the integration with the industry of keeping in good health and caring for the senior.

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