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Beautiful Countryside Planning from the Perspective of the Integration of Agriculture and Tourism: A Case Study of Hengfeng Shangguanlong Village, Yongxiu County, Jiangxi Province

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Abstract This paper introduces the related concepts and current situation of the development of agriculture and tourism in China, analyzes the current situation of the development of Hengfeng Shangguanlong Village, Yongxiu County, Jiangxi Province, and analyzes the existing problems from the perspective of the integration of agriculture and tourism. The corresponding development strategies are further put forward to promote the construction of beautiful countryside.

Key words Integration of agriculture and tourism, Beautiful countryside, Development strategy

1 Introduction

Since the reform and opening up, with the continuous improvement of the level of agricultural modernization in China, there have also been some problems, including weak agricultural competitiveness, unreasonable allocation of factors, imbalance in the supply of agricultural products, *etc.*^[1]. With the transformation of the mode of economic development, agricultural development has also entered a new period from production-oriented to quality-oriented^[2]. In order to promote agricultural development and realize the modernization of agriculture and rural areas, it is necessary to promote the integrated development of rural industries. The integration of agriculture and tourism refers to the combination of the production, processing and marketing of agricultural products with the service industry by means of industrial linkage, factor agglomeration, technology spillover and system innovation to finally realize the organic integration of connotation and denotation among the three industries^[3]. The agriculture and tourism empower each other through economic integration, ecological fusion and information fusion, and adopt the path of non-agricultural employment of labor force, agricultural technology popularization and ecological education^[4].

Under the background of building a beautiful China, the beautiful countryside is a historical process of relying on the spatial form of the countryside, persistence in the integrated development of urban and rural areas, and the active participation of the peasant masses, and strengthening the economic, political, cultural and ecological construction of the countryside^[5]. To build a beautiful countryside, we should not only change the material space environment of the countryside, but also improve the living

standard and quality of life in the countryside, so that farmers have a sense of belonging and satisfaction^[6].

At present, agricultural development has entered a new period, and the deep integration of agriculture and tourism has become a powerful driving force for promoting agricultural transformation and upgrading and realizing agricultural modernization, and plays a great role in promoting the construction of beautiful countryside. First of all, the integration of agriculture and tourism can strengthen the deep coupling and coordinated development of the industry, and then form a new industrial form^[7]. Secondly, from the perspective of the integration of agriculture and tourism, in order to achieve the good development of tourism, it is necessary to explore the characteristics of beautiful countryside, to a large extent leading to the development and continuation of local culture, which can improve the competitiveness of beautiful countryside. Finally, it is necessary to build beautiful countryside from the perspective of integration of agriculture and tourism, advocate green development, rely on natural advantages to develop characteristic industries, and promote the simultaneous development of rural ecological construction and economic development, so as to realize the simultaneous promotion of true value in the development of beautiful countryside.

2 Planning strategy of beautiful countryside from the perspective of the integration of agriculture and tourism

2.1 Strengthening industrial integration to enrich tourism industry

Industry is the basis of rural survival. The beautiful countryside construction from the perspective of the integration of agriculture and tourism emphasizes the organic integration of agriculture and tourism, guides the integration of the primary industry and tourism industry and other industries, and constructs a healthy and perfect industrial chain. Therefore, the integration of agriculture and tourism can promote the upgrading of traditional agriculture and

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realize the integration of three industries at the same time^[8].

2.2 Integrating landscape and culture to create characteristics The essence of rural tourism is the embodiment of rural culture^[9]. From the perspective of the integration of agriculture and tourism, beautiful countryside is attractive and identifiable, which can better promote the development of tourism, and then promote the development of other related industries. On the basis of protecting the original ecological environment and folk characteristic culture, rural tourism and the construction of beautiful countryside can increase the income of farmers by constructing the development model of "promoting production by village, leading village by tourism, and integration of tourism and village". It can then promote the harmonious development of rural economy and society, so as to provide economic guarantee for beautiful countryside construction^[10]. In addition, when planning beautiful countryside, we should deeply explore the local characteristics and integrate them into the landscape to create features that are different from those of other tourism products.

3 Practice of planning and design of beautiful countryside

3.1 Project overview Shangguanlong Village is located in Yongxiu County, Jiujiang City, Jiangxi Province, under the jurisdiction of Minzhu Agricultural Trade Co., Ltd. of Jiangxi Yongxiu Hengfeng Enterprise Group, adjacent to Nanchang – Jiujiang Expressway, adjacent to Gongqing University City in the northwest, about 2.5 km away from Gongqing University City, with convenient transportation (Fig. 1). The village has 35 buildings with a population of 115.



Fig. 1 Plane layout of Shangguanlong Village

3.2 Status of project planning The total construction scale of Shangguanlong Village is about 32 000 m², including 63 buildings, of which the construction scale in the first phase is about 12 900 m², including 32 buildings, and the construction in the second phase includes 31 buildings. The project plans to build an one-stop land reclamation culture and leisure experience resort. In the village, there are cultural and leisure exhibition places such as

land reclamation cultural center (military reclamation, educated youth culture), party building and educated youth compound, and the infrastructure functions of the village are also relatively complete. But there are also some problems. First, the advantage of the leading industry is not strong. Although it is combined with educated youth culture, the content and form of recreation activities is single, the creative shopping around agriculture, popular science education and the creative innovation of local cultural products are obviously insufficient, and they are not attractive to customers. Second, the industrial integration is not sufficient. The creativity of the project itself is to experience the land reclamation culture, but the subsequent sale of agricultural products lags behind, and the driving capacity of tourism to agriculture is limited. Third, the way of cultural transmission is single. The project uses white walls and green tiles, the architectural style of eaves and corners, and red slogans that can be seen everywhere to reflect the educated youth culture, and is more inclined to the cultural landscape to convey culture. Generally, the way of cultural transmission is relatively simple, which fails to create an attractive core that is different from other tourism products.

4 Construction planning of Shangguanlong Village from the perspective of the integration of agriculture and tourism

4.1 Pre-construction planning analysis

4.1.1 Leisure agriculture market. Since the 18th CPC National Congress, rural tourism has shown an explosive growth trend. In 2019, the number of tourists in leisure agriculture and rural tourism in China was 3.2 billion, and the business income far exceeded 800 billion yuan. It can be seen that leisure agriculture and rural tourism will still develop rapidly in the next few years.

4.1.2 Tourist source market. With the gradual increase in the proportion of tourism consumption in the whole family consumption, people's concept of travel begins to change, and the way of tourism vacation, which integrates leisure and knowledge, has become a new fashion. Especially for urban residents, they are used to seeing the same urban landscape, and the countryside has become the "ideal home" they yearn for. This demand makes the areas around the city with good natural resources have good prospects for the development of leisure tourism. The project is connected to Nanchang – Jiujiang Expressway in the east with convenient transportation and rich leisure tourism resources, which can rely on traffic advantages to attract customers in Jiujiang, Nanchang and other cities; the northwest side of the project is close to the university town, 2.5 km away from the university city, and it takes only 18 min by bike. They also have a great demand for leisure tourism, and it is also the market on which the project relies. In addition, the project was formerly known as the military reclamation farm, where more than 300 educated young people received re-education for the poor and lower-middle peasants. At that time, most of the educated youth who came here were educated youth from Shanghai and Nanchang. In order to remember that time, they will revisit the same place, which is also the tourist source market on which the project depends.

4.1.3 Consumers. Most of the visitors to the project come from people from Jiujiang, Nanchang or surrounding areas, including college students, office workers and the elderly, and the consumer needs are also different for different groups. For college students, their tourism consumption level is on the low side, mainly to play, seek knowledge, release emotion and find fun. For office workers, they live a fast-paced life, resulting in a strong demand for rest, which is suppressed by objective factors such as urban crowding, lack of greening and insufficient rest places. The countryside has become a choice for urban white-collar workers to rest, and they will also travel in the form of family. For the elderly, they will pay more attention to culture and natural resources, mainly to maintain good health and experience farm fun.

4.2 Functional positioning and functional zoning of Shangguanlong Village

4.2.1 Planning ideas. From the perspective of the integration of agriculture and tourism, the construction planning of Shangguanlong Village pays attention to the protection of the original natural landscape, cultural landscape and authentic local culture without destroying the original local ecology, and based on the market demand, carries out scientific planning for tourism and agricultural industry, improves and renovates the living environment, strengthens the characteristics of educated youth to create fine rural

tourism, extend the industrial chain, and enhance the comprehensive core competitiveness of the project.

4.2.2 Functional positioning. Shangguanlong Village is located in Yongxiu County, Jiujiang City, Jiangxi Province, with a total construction scale of about 32 000 m². The project is based on the concept of the integration of agriculture and tourism to co-ordinate the development of industry and the construction of beautiful countryside, and to create a beautiful countryside with ecological, industrial, economic and cultural integration—"hometown of educated youth and leisure countryside".

4.2.3 Functional zoning. The project adopts the spatial structure mode of group development, and the spatial layout structure of the project is composed of three areas. The "three areas" are composed of land reclamation culture experience area, youth adventure area and holiday resort area.

4.3 Industrial planning According to the natural ecological resources, human resources and industrial resources of Shangguanlong Village, the industrial chain of beautiful rural leisure agriculture is initially constructed. In view of the rural characteristics of the project, it is integrated with related industries, and the characteristic industries about cultural creativity, cultural leisure and so on are further expanded, so as to accelerate the industry-driven effect and promote the construction of beautiful countryside (Fig. 2).

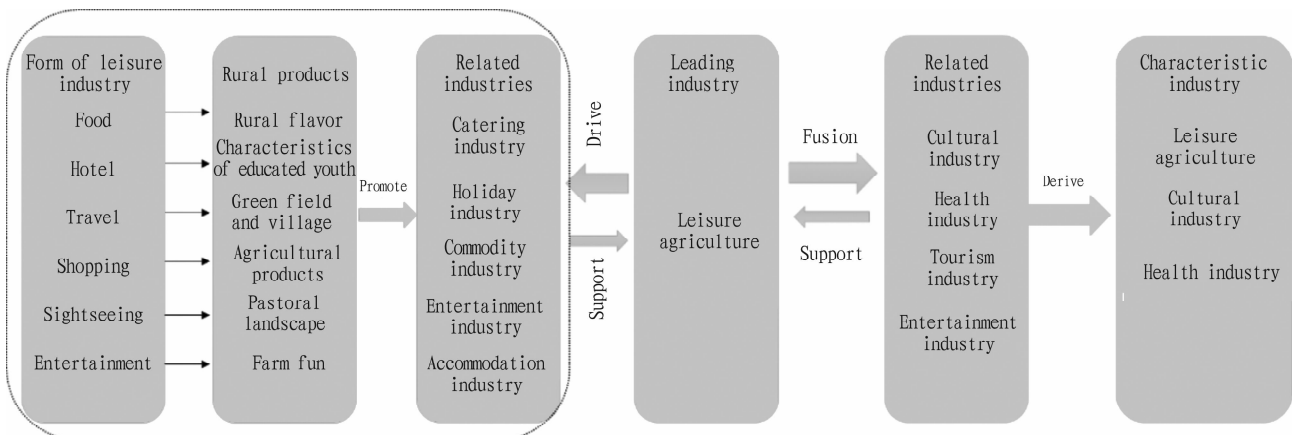


Fig.2 Shangguanlong Village's industry chain planning

4.4 Planning and design of key construction projects for industrial development

4.4.1 Land reclamation culture experience area. Shangguanlong Village has a profound cultural heritage of educated youth. Through the educated youth culture, it can create farm fun, fruit and vegetable picking and other projects, and can also create the production and marketing of organic agricultural products, turn agricultural products into commodities, and promote the development of commodity industry. In addition, it can build an agricultural popular science research base based on agricultural culture and agricultural scientific knowledge, so that young people can experience agricultural activities and understand the scientific knowledge of nature and agricultural production through educational methods that combine teaching with pleasure, to cultivate their sense of respect for workers and self-reliance.

4.4.2 Youth adventure area. The youth adventure area is mainly

built to attract college students. In order to attract college students to visit, the youth adventure area is especially created for them, including live outdoor games, plant mazes, water parks and other projects.

4.4.3 Holiday resort. The ecological advantages of Guishan Lake and orchards are used to create holiday resort. It can build and renovate existing buildings, transform them into buildings with the characteristics of educated youth, dig deep into the local characteristics of educated youth, and develop characteristic tourism products, and combine sightseeing and sale together to make tourists happy.

5 Conclusion

The integration of agriculture and tourism can effectively promote the integration of beautiful rural industries, and extend the

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cooperation can be reliable. This close-contact field investigation method allowed researchers to directly enter the social living environment of the survey subjects, and they can be more comprehensive and in-depth familiar with and understand the actual situation in the countryside, understand their thoughts, and avoid directly using simplified external standards to measure the lives of local farmers. Based on this, Chen Yun presented the results of rural investigations in the form of investigation reports, but not only focused on the narration and recording of facts, but further analyzed and explained the facts. He not only used theory to explain facts, but combined facts and theories to produce new theories that can guide China's rural practice. Only such theories can be rooted in China's soil.

Putting the people first and people's livelihood first are the essence of Chen Yun's thought. Compared with "serving the people" at the macro level, Chen Yun's people-oriented thinking carefully considers the interests of the people from a micro perspective. In rural surveys, he went deep into all aspects of farmers' daily life, and made practical considerations for improving farmers' living standards. For instance, in a report on the problem of farmers' private land in Xiaozheng area, Chen Yun pointed out the five advantages of planting private land farmers. The first one is to grow grains and vegetables to supplement rations; the second one is to grow miscellaneous grains to facilitate pig raising; the third one is to grow vegetables to make up for the supply gap in other places; the fourth one is to plant something and sell it in exchange for pocket money; the fifth one is to plant bamboo to alleviate the difficulty of timber supply. In Chen Yun's opinion, these little things

like firewood, rice, oil, salt, *etc.*, in Chen Yun's eyes, are all major issues related to people's livelihood. At the same time, as a philosophical economic leader, Chen Yun was also good at finding a balance between the development of the collective economy and the improvement of farmers' living standards in the process of conducting refined and in-depth rural surveys.

At present, socialism with Chinese characteristics has entered a new era, and the conditions of the era are quite different from the historical period in which Chen Yun lived, but investigations and research still occupy an important position in the work of the party. Chen Yun's many rural surveys provided a basis for formulating rural policies that truly improve people's lives based on the interests of the people. The methods and attitudes he advocated in the research still have extremely important reference significance for improving research methods, correcting research attitude, understanding the actual situation of rural areas, and solving the problems of agriculture, rural areas and farmers in the new situation.

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related industrial chain, bring new opportunities to beautiful countryside construction, so as to enhance the economic strength of beautiful rural areas.

Starting with the concept of the integration of agriculture and tourism and the concept of beautiful countryside, this paper analyzes the influence of the integration of agriculture and tourism on beautiful countryside, and takes the construction of beautiful countryside in Shangguanlong Village as an actual case to explore the planning practice, in order to provide some reference for the planning and construction of Shangguanlong Village.

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