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Deep Development of Rural Tourism under Integrated Agriculture

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Abstract This paper introduces the disadvantages and developmental approaches of rural tourism in China on the basis of apprehending the connotation of integrated agriculture. Then, it analyzes the current situation of new agricultural tourism park in Chengdu City of Sichuan Province. Research result shows that the implementation of integrated agriculture will promote the scientific and efficient development of rural tourism, which has a positive effect on the reconstruction of agricultural economy after disaster in Sichuan Province.

Key words Integrated agriculture; Rural tourism of China; Deep development

Modern agriculture, having a variety of forms, is the advanced stage of national agricultural economic development. No. 1 Document of the Party Central Committee – *Several Opinions of the Central Committee of the CPC and the State Council on the 2009 Plan to Promote the Stable Development of Agriculture and Increase the Income of Farmers* – was introduced in February of 2009. It once again stressed the importance of deep construction of the material support for modern agriculture and service system. The No. 1 Document pointed out that we should speed up the pace of scientific and technological innovation in agriculture, accelerate the construction of high-standard farmland, strengthen the infrastructure construction of water conservancy, promote the agricultural mechanization, advance the construction of key ecology projects, strengthen the market system construction of agricultural products, and promote the construction of public service agency for grass-roots agriculture^[1]. All these have placed the integrated agriculture in a very important position.

1 Connotation of integrated agriculture

1.1 Definition of integrated agriculture Integrated agriculture refers to the integration of agricultural high technology and agricultural equipment according to certain requirement of agricultural production. It is a modern agriculture development mode using the way of government support in order to achieve agricultural extension. Its goal is not simply to pursue production, but rather to emphasize the harmony among agricultural production, nature and environment, as well as to make clear the social responsibility of agriculture^[2]. Therefore, integrated agriculture is the expression form of high-tech agriculture in modern agricultural system.

1.2 Characteristics of integrated agriculture Integrated

agriculture, a path selection of agricultural extension, effectively solves the problems of high risks and costs during the process of technology promotion by the way of national policy and financial assistance. Moreover, integrated agriculture usually allows the limited resources of agricultural production to be most effective due to the high efficiency of equipment. Integrated agriculture has good ecological and survival benefits, takes little space and has high productivity. Integrated agriculture depends on tangible agricultural facilities, so that the corresponding operation skills can be designed according to the abilities of workers even though there are a variety of complex techniques. Agricultural workers have already grasped a large number of agricultural technologies in the process of learning how to operate the facilities. Therefore, the popularization cost of agricultural technology is significantly reduced and the popularization rate is greatly improved.

1.3 The inadequate play of the desired effects of agriculture From a global perspective, Netherlands is a country with relatively successful development of integrated agriculture. Netherlands is famous for its horticulture, livestock and milk industries, which contribute to the characteristic rural tourism industry. However, integrated agriculture in China is still in the exploratory phase, and can not exert its positive role. We should learn from the successful experiences of other countries to improve the scale effect of agricultural industrialization base.

2 Analysis of the sustainable development of rural tourism

In many countries and areas, rural tourism is considered to be an effective means to prevent agricultural recession and to increase peasants' income. Its economic and social effectiveness is widely recognized. A total of 30 states in the United States have formulated tourism policies for rural areas. Among them, the overall tourism development planning of 14 states has mentioned the rural tourism. Rural tourism was once very popular in China. However, with the rapid development of tourism industry, the traditional pattern of rural tourism has

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been challenged by the market. The low-level farm tourism is single in management and lacks the recreational characteristics in tourism system, which has already led to continued decline in the number of tourists. Many agricultural scenic spots, which were once well known, have appeared the precursor of recession.

2.1 Main drawbacks of rural tourism in China To sum up, development trend of rural tourism in China is uneven. Questions are mainly focused on several aspects. Firstly, the understanding of rural tourism is shallow with conceptual confusion. Secondly, decisions are made arbitrarily on the management and development of rural tourism. Brand effect is poor and the mining of cultural content is not enough. Thirdly, rural tourism project commonly lacks planning, and the tendency of urbanization is obvious. Fourthly, the scope of rural tourism development is narrow, and the "Three Agricultural Problems" can not be fundamentally solved. The substance of these defects is the fragmented industrial relations within agricultural economic system, and the one-sided understanding of the development of rural tourism.

2.2 Modern agriculture is a necessary vector of the development of rural tourism China has a long history of rural tourism. The ancient Chinese masterpiece *Lushi Chunqiu* has recorded the embryonic form of rural tourism in ancient China. It strongly proved that rural cultural tourism was sourced from and had direct correlation with farming activity^[3]. The modern sense of the rural tourism is a product of the integration of agriculture and tourism. Agriculture is "grafted" upon tourism. The tertiary industry accelerated the primary industry, and the primary industry once again brought along the development of tertiary industry. Integration of the two industries has triggered the multiplier effect in economics. Therefore, the foundation of rural tourism is in rural areas. And agricultural economy has provided an indispensable vector for the development of rural tourism. Since it is well known that traditional agriculture is a vulnerable industry, we must look for a road with distinctive features of modern agriculture to provide possible conditions for the evolution of rural tourism.

3 Effective integration of rural tourism and integrated agriculture

3.1 Scale development of rural tourism market promoted by the advantage of technical resources The advantage of technical resources of integrated agriculture is not only conducive to the process of agricultural industrialization, but also helps to exert the scale concentration effect of rural tourism market. Once the strengths and characteristics of technical resources are reasonably selected in areas with better basic conditions, it is easy to arouse scale effect by using the part to drive the integer and using the household to drive the whole village. In fact, the scientific meeting point of integrated agriculture and rural tourism development can be found out. For example, embryonic form for the development of rural tourism in many areas is formed by the peasants spontaneously, but not firstly developed by the government. Tourists discover the

unique countryside scenery in leisure tourism. They enjoy the meals cooked by the peasants, and like to live in their houses, which are quite attractive to them. And more tourists are coming through the publicity of former tourists. Thus, farm tourism expands in the whole village gradually in order to meet the need of tourists. A certain scale of farm tourism is formed and becomes a new scenic spot. On this basis, government should conduct scientific guide, develop a diversified investment, alter the infrastructure, and increase scientific and technological input, so that the scale effect of rural tourism market can be achieved. The "Five Golden Flowers" in Sansheng Village of Chengdu is well known throughout China. It was elected as the 4A scenic tourist spot by the National Tourism Administration in the year 2006. The fusion of "environment, humanities, chrysanthemum and flower" is achieved. This scenic spot has seized the advantage of local technical resources to carry out scale development. Government only input $1\,500 \times 10^4$ yuan/km² during the construction financing of the scenic spot. More than half of the fund (0.2 billion) was offered by the folk. The money was mainly used in technological transformation of the industrial chain of agricultural products, and its effect was obvious. It has taken full use of the geographic advantage close to major cities, and has effectively integrated it with creative arts, such as painting, photography, sculpture, and music creation. It has promoted the integration development of agricultural production technology, cultural creation and tourism and leisure tourism industry, and is an apotheosis of the combined development of rural tourism and integrated agriculture.

3.2 Improving the brand value of rural scenic spots by scientific and technological achievements Future rural scenic spots should closely combine with the modern agricultural industrial park, showing the multiple functions of production model, farming experience, science education, promotion and radiation, travel and tourism, literary and artistic creation, earning foreign exchange through export and so on. The unification of the society, ecology and economy benefits should also be achieved. Therefore, input of technology element is of vital importance. Integrated agriculture can be shown to visitors in the form of high-tech results from the aspects of the cultivation of agricultural products, the scale production and marketing and the brand establishment. It can enhance the brand value of rural tourism in all aspects. Sunqiao Modern Agricultural Park in Shanghai is also a well-known rural tourist resort. Based on factory and facility agriculture armed with modern science and technology, the leading industries of Sunqiao Modern Agricultural Park are high-tech bio-engineering, and agricultural product processing industry related with facility agriculture, with trade as the link. And the agricultural industrialization road is explored by combining the supply and marketing together as well as the agricultural science and tourism. The practice standards of integrated agriculture in Shanghai are good in shape, color and taste. It is an "esthetical agriculture" combining with the practical art. Peanuts, red pepper and other agricultural products are used to make crafts in art image. Thus the agricultural products are changed into the work of art, and agri-

cultural planting turns to be the process of artistic creation. Agricultural product is processed into the work of art or the favorite tourist souvenir. Therefore, agricultural product carries more emotional and cultural connotations, and gains more market share. Beijing area focuses on geographical characteristics, and promotes the creative tourism by agricultural science and technology. Local characteristic products, such as Huairou chestnut, Mengtougou cherry, Daxing watermelon, Pinggu peach, Tongzhou flower, Changping apple, and Fangshan "Mopan" persimmon, are not only the agricultural products with high value added, but also the subject characteristics vector of rural tourism after technology transformation.

4 Integration of modern rural tourism and integrated agriculture – a case of Kunshan Agricultural Zone of Chengdu City

4.1 Project basis Kunshan Agricultural Zone of Chengdu City, located at the Shuangliu County in southern Chengdu, is a famous large-scale modern agricultural industrialization demonstration area in China, involving 21 administrative villages in Huangshui, Jinqiao and Pengzhen towns. The zone has already cultivate the ten projects of key industries, which are greenhouse vegetable steel production base, mushroom production base, peaches base, aquatic breeding base for exports, flower base, agricultural tourism park, grape tourism park, vegetable production base, modern agricultural logistics center, and agricultural products processing base for exports. The park promotes the development of modern urban agriculture with interaction of three industries centering around the construction of the agricultural comprehensive production zone, demonstration zone of agricultural science and technology, agricultural processing zone, and agricultural recreation and tourism area. Industrial park will focus on the development of modern agriculture taking the large-scale vegetable base as the core, and the urban recreation and tourism agriculture as the development direction. Kunshan Agricultural Zone strengthens the promotion and introduction of high-tech agriculture, follows the integration of production, supply and marketing, and the high degree of unity of economic, social and ecological benefits. It is the pilot base of western integrated agriculture.

4.2 Starting point of rural tourism development As the "airport urban agriculture-hydrophilic ecological garden", Kunshan Agricultural Zone in Chengdu City has a good development trend of modern agriculture. However, the scale production and marketing of agricultural products are the only source of benefits, which can not interpret the value connotation of modern agriculture. Meanwhile, because of the lack of tourism resources in parks, there is no research or preparation of holistic tourism planning, and interactive effects of three industries is still in the assumption stage. Through long-term scientific analysis and field investigation, relevant experts have completed the preparation of the *Overall Planning of Kunshan Modern Agri-tourism Park of Chengdu City* bases on Kunshan Agricultural Zone of Chengdu City, which focuses on the organic integration of the agricultural science and technology and the cul-

tural and artistic elements. And the proposal has passed through the planning examination and approval. This exploration has realized the effective integration of modern rural tourism and integrated agriculture.

In a word, developing rural tourism in this leading agricultural industrialization park of western region has several advantages. Firstly, the superior geographical location has laid a solid foundation for the future expansion of industry and tourist market. Secondly, the remarkable achievements of modern agriculture and the high technical content can be used to develop tourism. Thirdly, the related infrastructure for the development of tourism is relatively complete. Fourthly, water system can be used to build hydrophilic tourism project. Fifthly, government should take the leading role, and tourism industry development should be paid more attention. After the industry transformation, we should not only set up the important modern agricultural production and sales center and the agricultural science and technology R & D demonstration base in Sichuan Area, but also construct the first-class vacation destinations of rural tourism in Chengdu Area. Thus, a "win-win" and "interactive" mode of agriculture and tourism can be achieved.

4.3 Construction strategy In general, construction strategy includes five aspects. First is to rely on the resources of modern agriculture industry, use the great creativity and overwhelming strategy, input technology and tourism elements, and realize the sustainable development of tourist district. The second aspect is to use the location advantage, attract the tourists in metropolis and its surrounding areas, and develop urban leisure tourism. The third is to overall improve the industry value and cultural strength of tourist attractions. We should extend the agricultural industry chain within scenic spots, enhance technology content and brand building, improve the value of the agricultural industry, increase the scenic elements of culture and art, reflect the combination of modernity and tradition, and construct the scenic landscape chain by combining the farming civilization, farming-studying culture and the development result of modern agriculture together. Embedded explanation of Chinese agricultural culture is used in order to display the results of the agricultural economy and agricultural technology, and to annotate the new meaning of creative urban modern agricultural tourism. The fourth aspect is to carry out forward-looking design according to the construction requirement of national A-class scenic spots, strengthen the construction of tourism infrastructure and tourist reception facilities, and avoid duplicate construction and resources waste. Meanwhile, regional project construction and operation are planned according to the ecological standards by adopting the advanced facilities for environmental protection and energy conservation. The fifth aspect is to carry out dislocation development with the scenic spots of similar resource endowments nearby, realize the heterogeneity of tourism products, and achieve the complementarity of tourists market. Agricultural integration and innovation will cover the entire production, livelihood and ecosystem of the park, and will radiate residential construction and leisure projects.

5 Conclusion

The ultimate goal of deep development of rural tourism is to increase the income of peasants, focusing on the scientific and technological progress in order to protect the natural ecological environment of the countryside, as well as to maintain the rurality and local characteristics, and to take the path of specialization, standardization, large scale and brand orientation^[4]. In essence, it is also the characteristic of integrated agriculture. Therefore, deriving cream of the integrated agriculture is very important during this process. The task of post-disaster reconstruction is quite arduous especially for the rural areas suffered from the "5. 12 Earthquake" in Sichuan Province. The organic integration of the two can help to realize the basic goal of rural tourism industrialization and the sustainable development of rural tourism development. Meanwhile, it can promote the development of local agricultural economy.

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集成农业视域下的乡村旅游深度开发初探

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摘要 现代农业的发展趋势要求乡村旅游进入深度开发阶段,作为现代农业体系的重要表现形式——集成农业,能够为乡村旅游深度开发提供全新的思路。笔者从集成农业的定义及其特征出发,阐述了中国乡村旅游存在的主要弊端:一是对乡村旅游层面理解不深,概念混乱;二是品牌效应差,文化内涵挖掘不够;三是乡村旅游项目普遍缺乏规划,城市化倾向明显;四是乡村旅游开发范围狭窄。同时,提出发展乡村旅游业的必要载体是现代农业。然后,介绍了集成农业与乡村旅游有效整合的两个路径:一是以技术资源带动乡村旅游市场的规模发展,科学、合理的选择出该区域的特色技术资源,发挥规模经济效应;二是以科技成果转化提升乡村旅游景区的品牌价值,在发展中注入科技要素,实现社会、生态、经济效益的统一。最后,从项目基础、乡村旅游开发的切入点以及建设方略3个方面,对中国四川省成都地区正在实践的新型农业主题旅游园区的建设现状进行了分析。研究表明:实施集成农业将促进乡村旅游业科学、高效、可持续的发展,进而促进农民收入的增加,对于四川灾后农业经济重建也有积极的作用。

关键词 集成农业;乡村旅游;深度开发

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依托特色资源促进乡镇经济可持续发展研究——以四川彭州市为例

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摘要 首先对中国农业、农村发展缓慢的原因进行了归纳总结。其次,介绍了中国农业产业化发展面临的3个主要问题:一是工业自身发展不足,提供的反哺资源有限;二是农业基础设施落后,工业进入困难;三是城市与农村对发展资源的争夺依然存在。再次,从中国乡镇的现实状况出发,分析了发展农村经济的具体途径,即发展农村特色产业,以长项借力,避开竞争劣势形成自身的核心竞争力。最后,以中国四川省彭州市(县级市)为例,结合该市的地理地貌特征,从地质学、地理学、生态学、资源经济学等多方面对该市各乡镇的特色资源进行了深入研究,并依据资源条件、地理条件和传统农业生产方式,提出了彭州市特色产业发展规划,主要将其划分为三个区:一是平原区,可通过相关产业园区的建设促进产业集群,进一步提升工业体系的综合竞争力,产业园区外的平原地区,可结合镇域特色开展农业产业化建设;二是旅游资源集中区,应充分利用彭州市各乡镇丰富的旅游资源,继续打造特色景观,开发特色旅游资源上下游产业;三是其他丘陵、山地区域,应通过土地整理等项目的实施,壮大特色经济的规模,走可持续发展之路。

关键词 特色资源;乡镇经济;可持续发展