

Analysis on the Development Strategy of Agricultural Tourism under Industry Integration

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Abstract: At this stage, with the continuous development of China's economy, people's lives are constantly improving. Agricultural tourism has gradually become a new trend in China's tourism development. Combining agriculture and tourism can promote agricultural development and innovative tourism models, not only satisfying people. The demand for natural scenery can increase the economic income of farmers in this process. This paper mainly explains the concept of industrial integration and agricultural tourism under the background of industrial integration, then expounds the role of agricultural tourism under industrial integration, and finally describes the agricultural tourism strategy to provide assistance for the development of agricultural tourism in China.

1. Introduction

In recent years, people's living standards in China have become higher and higher, and the demand for tourism is also growing. The traditional tourism model no longer attracts consumers' attention, leading people to continue to travel abroad, which greatly affects China's economic income. In order to change this form, the agricultural tourism model has emerged, which not only promotes the development of China's tourism industry, but also provides powerful conditions for China's agricultural tourism. At this stage, China's agricultural tourism has gradually entered a new stage, and the tourism model is constantly innovating. The agricultural landscape can effectively improve the number of rural tourists, and provide more powerful conditions for China's agricultural transformation. While meeting the needs of people's tourism, it is also constantly Increase the economic income of farmers and improve the level of rural economy in China.

2. The concept of agricultural tourism under the background of industrial integration

The meaning of industrial integration is that in the process of continuous market development, various industries are constantly adjusting, and the boundaries between them are constantly weakening, so that various industries continue to innovate, optimize the industrial structure, and further enhance the economic returns between various industries. The agricultural industry itself is a relatively simple tourism mode. Under the background of industrial integration, agricultural tourism will be innovated and the advantages of both agriculture and tourism will be brought into full play to realize the common transformation of the two and provide great development for China. Help [1].

3. The changes in agricultural tourism under industrial integration

In the process of integrating agriculture and tourism, the agricultural tourism that emerged not only has both advantages, but also its ability in all aspects. The functions of agricultural tourism are more diversified, including not only the production, processing and other resources, but also better expanding the agricultural tourism system, innovating and optimizing the agricultural tourism industry structure, and transforming from traditional rural tourism to production and tourism integration. To a certain extent, it has expanded the scope of agricultural tourism products, promoted the income of rural economy, and accelerated the development of agricultural tourism.

Under the continuous integration of the two, the extensive agricultural industry has begun to transform into modern agriculture, providing a basis for agricultural transformation.

4. The development strategy of agricultural tourism under the background of industrial integration

In the context of industrial integration, the development of agricultural tourism mainly includes four aspects of theoretical analysis, namely, industry integration, experience economy, modern service and system thinking [2]. The core theory of agricultural tourism development is industrial integration. The main technology of experience economic theory is tourism resources. Through the research on consumer demand, the new economic theory that integrates its human activities and development content; modern service theory is to promote agriculture and tourism. Joining the service, let people not only experience the customs and customs, but also provide people with their service theory in the process of tourism; the system thinking theory is to consider the problems that agricultural tourism may encounter in the development process, and provide theoretical basis and practical requirements for this. Agricultural tourism cannot destroy the ecological environment. On the basis of protecting the environment, it is necessary to increase economic returns and implement sustainable agricultural development methods.

The agricultural tourism model under the background of industrial integration mainly has three principles: foundation, system and innovation. In the process of development, we will start with the theory of industrial integration as the basis, discuss the future development direction and situation of agricultural tourism, and then proceed from the aspect of system theory, understand the possible problems from various aspects, and promote agriculture and tourism. Further integration, the two industries of agriculture and tourism do not conflict. Instead, they can complement each other in many places. Finally, they innovate agricultural tourism. In the traditional model, they cater to the needs of the times, give new perspectives to agricultural tourism, and promote the new development of agricultural tourism. [3].

The development of agricultural tourism must be based on the theory of industrial integration, develop according to the actual situation of the market, optimize the agricultural tourism industry model, improve the process of innovation and development, and realize the integration of development of agriculture, rural areas and tourism. Effectively combine agriculture and tourism, optimize the framework, and realize a new development model with agriculture as the tourism content and tourism as the main service. The development of agricultural tourism must fully recognize the innovation power in industrial integration. In the increasingly fierce market competition, if you want to occupy a certain position, you must innovate the development theory, apply the diversified integration development concept, and combine relevant methods to promote agricultural tourism. Development, such as joining different markets, increasing consumption levels, etc., through this development concept to make agricultural tourism get the driving force [4]. Agricultural tourism also needs to form more new models. The establishment of art museums in agricultural tourism attracts people to pay attention to agricultural products, enhance the influence of agricultural products, give more value to agricultural tourism, and continuously add fresh blood to agricultural tourism.

Agriculture and tourism, as China's two major industries, are the main source of China's economic income. Therefore, when developing agricultural tourism, it is necessary to accurately recognize the changes that may occur in the development process, and then propose a reasonable plan according to the specific situation. The first point is to combine agriculture and tourism. In the process, the people, content and location are gradually expanding to a wider extent, adding services and tourist attractions. The second point is that after the formal integration of agriculture and tourism, we will pay attention to environmental awareness, ensure that people and nature live in harmony, and on this basis, improve the agricultural tourism environment facilities and increase the content of activities. The third point is to propose corresponding solutions to the problems that can arise in this process, integrate resources, allocate them reasonably, accelerate the integration and development between the two industries, and promote the advancement of agricultural tourism [5].

Agricultural tourism enriches the composition of the tourism industry, rationally uses agricultural resources, expands the development of the tourism industry, and promotes new forms of tourism model, forming resource elements and enriching content, that is, agricultural tourism provides space for development of agriculture and tourism industries. In the process of development of agricultural tourism, we can conclude that industrial integration is not the final result of development, but as the basis for the development of agricultural tourism. Although the current urban-rural economic differences in China are still relatively obvious, the economic level of farmers is not high, which means the future development model of agricultural tourism should take into account the shortcomings in rural areas, accelerate rural development in the long run, and promote the common development of urban and rural areas.

Agricultural tourism is the product of China's current development and innovation. In today's fierce competition in various industries, it is necessary to consider the development direction from various aspects, broaden different markets, and raise the level of per capita consumption. This way can make agricultural tourism produce more new forms. For example, agricultural tourism can be improved in medical services and increased in the pastoral care.

In the process of development, agricultural tourism needs relevant policies to support it, so as to better promote the development of agricultural tourism. In this process, it is necessary to pay attention to financial support. With sufficient funds, it can improve the level of agricultural tourism, and it needs to be publicized. Promote, attract people's attention, let more people understand agricultural tourism, attract investors to invest, in order to play the role of agricultural tourism. The law is an important condition for ensuring the development of agricultural tourism. It not only can safeguard people's legitimate rights and interests, but also guarantees the scientific and reasonable tourism projects. It can avoid over-exploiting natural resources in order to increase tourism projects and ensure the sustainable development of agricultural tourism [6].

5. The development strategy of agricultural tourism under the background of industrial integration

In the process of agricultural tourism development, we need to further determine the market content according to the actual situation of different regions, combined with the local economic development level and people's demand for agricultural product consumption, and then carry out scientific and rational development. At the same time, it is necessary to pay attention to the need to protect the environment and reduce waste of resources, to carry out planning and unification, fully consider the local natural and economic conditions, and consider the market demand to build a distinctive agricultural tourism base.

It is necessary to further promote the connection between tourism and agriculture, transform the connotation of agricultural products, transform the agricultural products into tourism products, and explore the multi-layer meaning of tourism, thereby transforming the traditional tourism mode, increasing the content of tourism experience, and adding interactive and leisure content. In an era when people are increasingly pursuing enjoyment, they join the concept of innovation, optimize the tourism model, integrate current tourism resources, and develop agricultural tourism that is integrated with tourism, leisure and entertainment [7].

The biggest advantage of agricultural tourism is the environment. The rural environment is better than the urban environment. There are still many unspoiled areas in the rural areas. Therefore, it is necessary to continuously strengthen environmental protection, especially ecological environment protection, and ensure that the ecological environment will not be The destruction of agricultural tourism is also the main reason for the formation of a new tourism industry and an important basis for agricultural development. Most of the rural areas are undeveloped areas. It is necessary to increase protection, prohibit pollution, maintain the ecological environment, pursue ecological quality, and reflect the modern tourism industry.

People need to experience in the process of tourism, which is also an inevitable trend of tourism development. Tourists are becoming more and more aware of participation. If they construct an experiential agricultural tourism project, they will enter the agricultural tourism. For example, let

tourists pick agricultural products, process agricultural products, and then make delicious foods, which are displayed in front of tourists, which can attract tourists' attention and increase tourists' interest in tourism. Therefore, in the design of agricultural tourism products, it is necessary to change the traditional tourism mode and create theme farms such as experiential farms to meet people's consumption needs [8].

Compared with other tourism industries, agricultural tourism mainly attracts tourists from rural areas and folk customs. Tourists leave the hustle and bustle of the city, breathe the air of nature, relax and experience the rural culture. Therefore, agricultural tourism must be based on the psychological needs of tourists, re-examine the direction of agricultural tourism development, reduce excessive stimulus consumption, guide tourists into nature, create tourism products that meet the needs of tourists, and define agriculture. The orientation of tourism culture will make agricultural tourism and tourists resonate and enrich the spiritual world of tourists.

6. Conclusion

In general, in the context of industrial integration, agricultural tourism, agricultural provision of content, and tourism provision methods, and the continuous integration of the two have gradually formed a diversified development model. In this process, it is also necessary to continuously innovate agricultural tourism. Agricultural tourism has deeper understanding, innovative agricultural tourism products, rational arrangement of agricultural tourism areas, establishment of sound policy guarantees, resolution of problems arising in the development process, and promotion of the development of agricultural tourism in China.

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