

Research on Optimizing the Development Path of New-type Agricultural Tourism Based on Accessibility Technology

Fang Zhou

Xi'an Peihua University, Shannaxi Xi'an 710000, China

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Abstract: Agriculture is an important model for the development of modern agriculture in China, and an important way to achieve a win-win situation between agricultural production development and ecological environment protection. This paper quantitatively analyses the coverage of the time-distance circle of traffic accessibility between the city and its surrounding potential source cities, and then estimates the potential tourist flow and its main passenger flow direction. Through the path optimization of the new agricultural tourism system, the reform of the system of emerging agricultural management entities under the Internet+ era means the improvement of the overall economic strength of the rural areas and the realization of economic development goals. Research shows that the development of multi-products and increased financial support to achieve the integration of urban residents and nature, while promoting China's rural economy embarked on the "characteristic development, green prosperity, sustainable development" road. It is of great practical significance for the development of rural tourism in China, the promotion of urban-rural harmony, and the acceleration of new rural construction.

1. Introduction

Agriculture in China is developing continuously. The system mainly refers to the role of agricultural enterprises in the system and management system, such as adjusting and intervening their work according to the changes of their social and economic environment during a certain period of their development. And the normative system formulated according to these contents mainly includes the construction of leadership system [1]. Farmhouse tourism is a new form of tourism that combines modern agriculture with tourism. The countryside has a vast world, fresh air, strong wild interest and beautiful natural environment. The green food in mountain villages is diverse, the farming activities are novel, and the local culture is unique [2]. This is a unique pleasure for urban residents and has great appeal. Accessibility refers to the convenience of a particular region using a particular transportation system to reach a location from a given location, reflecting the opportunities and potential for socio-economic and technological exchanges between regions. Combined with modern agricultural production methods, beautiful natural environment, colorful folk customs, new ecological environment and other social and cultural landscapes, it has become a new bright spot in tourism and agriculture [3]. It is an inevitable choice for realizing sustainable development of agriculture; it is an objective requirement for improving the rural environment and improving the quality of life of farmers; it is also a new task and entry point for coordinating urban and rural development and realizing the integration of urban and rural economic and social development [4].

With the development of agricultural enterprises, the main mechanism refers to the improvement of the system and management mechanism by adapting to the social and economic environment in the process of agricultural development. To provide tourists with sightseeing and leisure, experience agriculture and understand the rural areas of a new type of tourism activities [5]. On the premise of developing rural tourism products, it integrates agricultural production, scientific and technological application, tourism services and passengers' participation in agricultural activities, so that urban residents can appreciate the strong interest of nature which can not be realized in other scenic spots [6]. When planning the regional major facilities, especially the recreation facilities, how to organize the surrounding transportation system will greatly influence and determine the future service level

and capacity of the facility, and bring the urban socio-economic development of the facility. Impact and impact [7]. Transportation planning urgently needs to develop ideas and provide innovative planning strategies for each city. The agricultural economic form is facing a certain impact, and it is necessary to realize its own transformation and development. It is very urgent and necessary to develop agricultural tourism. It is also of great significance to institution building. Due to the particularity of the rural economic environment, there are still many problems in the system of these areas. Based on this, we have carried out research on the optimization of new agricultural tourism development path based on accessibility technology [8].

2. Materials and Methods

Agricultural tourism is mainly domestic. With the continuous expansion of China's opening to the outside world, people's interest in agricultural tourism has gradually increased. Family, holiday and parent-child tours tend to choose agricultural tourism on weekends. The essence of farmhouse tourism is a new and efficient industry which is based on the development of rural tourism resources and combined with modern tourism. It is based on the premise of fully developing rural resources with tourism and tourism value, and integrates agriculture and tourism, resource development and tourist experience, which is characterized by a high level of commercialization. The production technology and equipment are relatively advanced, with a large scale and specialization, and the production efficiency is extremely high. The main routes for developing agricultural tourism are shown in Table 1 and Figure 1.

Table 1 the Main Ways to Develop Agricultural Tourism

	Development	Optimization
Technical path	9.10	13.50
Organizational path	10.61	9.42

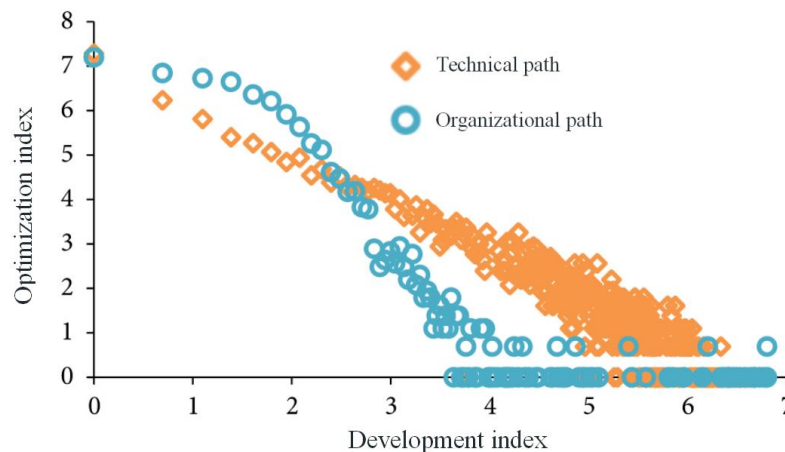


Fig.1. The Main Ways to Develop Agricultural Tourism

Agricultural tourism is a close-to-market industry, which mainly serves local cities. The unbalanced distribution of agricultural tourism demonstration sites among regions reflects the impact of economic development on agricultural tourism to a certain extent, and also shows that agricultural tourism mainly serves local residents. In economically developed areas, residents have a strong desire to travel, so the distribution of agricultural attractions is relatively large. Pilot demonstrations will be carried out to gradually guide the peasant cooperative organizations onto the track of legalization and standardization of management. It is necessary to coordinate the relationship between rural economic development and the development of agricultural organizations and government-related economic and technological sectors. At the same time, it is necessary to vigorously develop green eco-tourism products and encourage tourists to use various ecological and pollution-free facilities and equipment in their tourism activities. Establish a "Public Education

Hall” to educate tourists on ecological environmental protection and cultivate their ecological personality. The most important thing is to establish a sustainable development model of “promoting tourism with resources and raising resources with tourism”.

With the development of society, the arrival of the era of "Internet", rural economic development is gradually moving towards diversification, and the scale is also gradually expanding. In terms of personnel income, obvious structural changes have taken place on the basis of traditional farming as the core. Urban residents are the main source of agricultural tourism, so agricultural tourism demonstration sites are mostly distributed around cities, especially around big cities. With the increase in the income of urban residents, residents' motivation for travel is more intense, and the demand for agricultural tourism is constantly increasing, taking into account both land price and transportation time. With the increase in the income of urban residents, residents' motivation for travel is more intense, and the demand for agricultural tourism is constantly increasing, taking into account both land price and transportation time. The regional accessibility analysis first needs to assign time cost to the spatial features, because the time cost of different spatial objects crossing different spaces is different. The layout of agricultural tourism demonstration sites is characterized by suburbanization. Improving the quality of agro-ecological environment, realizing the sustainable use of agricultural resources, and ensuring food safety and people's health are undoubtedly important conditions for developing low-carbon agriculture and achieving sustainable agricultural development.

3. Result Analysis and Discussion

In view of these agricultural operators, we should build a sound internal debugging system, which can help to reduce the safety hazards caused by personnel's moral quality and computer viruses. The way to realize efficient agriculture is to follow the principles of agroecology, market-oriented, natural and commodity economic laws. Reasonable exploitation and utilization of natural resources and social resources, development of ecological agriculture and Realization of agricultural industrialization are necessary to agriculture to a certain extent. The combination of agricultural development and agricultural industrialization. Under the guidance of government functional departments, special tourism associations can be set up to formulate relevant regulations, guide and supervise tourism activities, and avoid damage to ecological environment and natural landscape by vicious development. In addition, strengthening environmental protection in rural areas, carrying out various forms of eco-environmental education, and raising environmental awareness among operators and tourists are also important ways and means to maintain the sustainable development of “farm music” tourism.

Rural experience of rural culture and rural life of the way of tourism, began to develop rural household pleasure rural economic development model. In the long-term development process, the local people gradually found that in the process of farmhouse entertainment, we can not blindly develop more popular ways of tourism, but according to the actual situation of the village, to develop the advantages of the village. Let tourists experience the pleasure of returning to the countryside. Through harvesting the fruits of labor, tourists can acquire agricultural knowledge and meet the needs of tourists. Only in this way can we avoid the "farmhouse pleasure" of watching flowers on foot, and truly produce the "integration of accommodation and entertainment" scale economic benefits. Modern management methods and industrial organization forms centered on economic benefits. Agricultural tourism is also a process of technological transformation of traditional agriculture and the advancement of agricultural science and technology. Therefore, the industrialization of agricultural tourism promotes the transformation of traditional agriculture to modern agriculture as a whole, and is an effective way to achieve agricultural development.

In the process of developing agricultural tourism, Farmhouse Music will bring its own advantages into full play, which has achieved the ultimate goal. The government departments also strongly support, while creating a local brand characteristics. Continuous innovation in the promotion concept, means and methods of tourism products, create their own unique tourism image, create their own cultural brand, constantly attract the attention of tourists, improve the rate of visits

and re-visits of tourists. Combining with the main driving force of rural tourism development, this paper puts forward the problems existing in the internal transportation system of rural tourism status quo, designs the optimization scheme on this basis, and verifies its rationality by accessibility analysis, as shown in Figure 2. At the same time, it is necessary to strengthen the development of special products such as leisure and entertainment, folk customs and “green rural tourism”. Based on agroforestry, agriculture and animal husbandry, rational regulation, and carbon neutrality. Another major factor affecting the development of agricultural tourism is the population. Under the same income level, people have the same demand for agricultural tourism. The more people in a region, the more potential tourists there are, the more favorable it is to local agriculture. Tourism development. It is necessary to build a production model of an ecological civilization-type coordinated system, based on function, complementary advantages, integrated integration, and harmonious development.

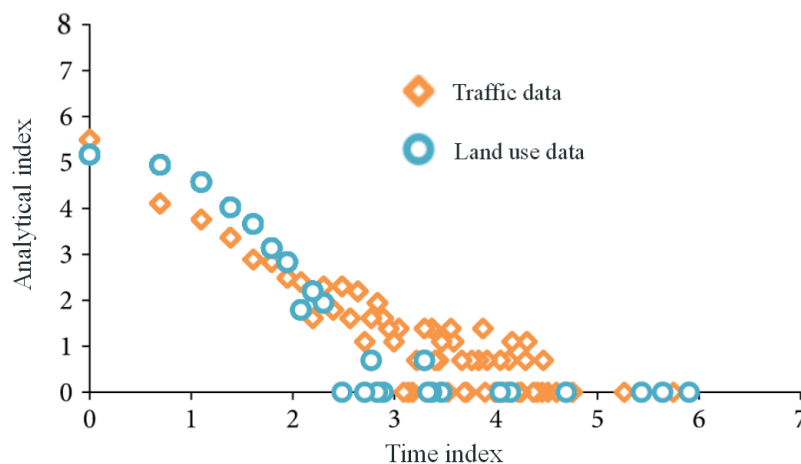


Fig.2. Accessibility analysis

4. Conclusion

This paper studies the optimization of new agricultural tourism development path based on accessibility technology. Through multi-channel propaganda to achieve brand effect, create a unique image of tourism products, form a distinct regional brand effect, in order to continuously improve the visitor visits and return rate. In order to realize the virtuous circle development of rural tourism economy. Therefore, on the premise of "urban-rural interaction, building harmony together", combining the development of agricultural economy with the development of "farmer's pleasure" tourism reasonably and effectively, adjusting measures to local conditions and highlighting the rural characteristics of our country will add new connotations to the construction of new countryside. China is a country with abundant agricultural resources and splendid rural landscapes. With the development of the economy and the improvement of people's living standards, the demand for “farm music” tourism will increase day by day. Therefore, the development of this new type of tourism industry has a broad future. It can also promote farmers to carry out standardized production and standardized management, thereby promoting the improvement of product quality and quality. In addition, the evaluation of tourism development potential in a region cannot be evaluated solely by indicators of economic and population. The development of agricultural tourism requires more factors to support it. Therefore, more factors must be considered in the evaluation of agricultural tourism development potential.

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