

# The Influence and Measures of Developing Sightseeing and Leisure Agriculture on Rural Economic Development

**Yang Jian**

Maanshan Teacher's College

**Abstract:** This paper starts with the analysis of the current situation of China's modern sightseeing and leisure agriculture, and then makes an in-depth analysis on how to actively develop sightseeing agriculture in the contemporary era, including detailed discussion and planning on improving the quality of residents, scientifically planning sightseeing agriculture, strengthening the attention of the countryside to modern sightseeing agriculture, and increasing the cost input in the development of sightseeing agriculture. Furthermore, this paper specifically expounds the impact of the development of sightseeing and leisure agriculture on the development of rural economy, starting from the reality of rural economy, promoting the rapid development of sightseeing and leisure agriculture while promoting the progress of rural economy.

## 1. Introduction

With the rapid development of our country's economy, people's lifestyle has also changed. According to the survey, the number of people traveling in our country every year keeps rising. In order to conform to the trend of the times and eliminate the difference between rich and poor in some areas, rural areas should attach importance to the development of sightseeing and leisure agriculture. In order to improve the development of rural economy, sightseeing and leisure agriculture should be used to attract tourists. In the process of developing and promoting sightseeing and leisure agriculture, we should find a suitable path for the development of sightseeing and leisure agriculture, fully grasp the characteristics of sightseeing and leisure agriculture, take the construction of sightseeing and leisure agriculture with rich characteristics as the goal, and fully realize the great impact of sightseeing and leisure agriculture on rural economy.

## 2. Discussion on Contemporary Sightseeing and Leisure Agriculture

### 2.1 Sightseeing and Leisure Agriculture has Developed Relatively Completely

Although the rapid development of the times has led to a qualitative leap in China's economy, the ensuing environmental problems have gradually affected people's lives, and more and more people have begun to yearn for the living environment in the countryside. With the country's emphasis on environmental health, it will continuously improve the economic environment and the rural ecological environment and develop sightseeing and leisure agriculture. Under this impetus, sightseeing and leisure agriculture has gradually become the core part of the framework of modern agriculture. Different from the traditional types of sightseeing agriculture, in order to conform to the trend of the times and develop sightseeing and leisure agriculture with unique characteristics, the contemporary sightseeing agriculture also includes aquatic product breeding, animal husbandry, agricultural planting and forestry planting and other fields, forming a relatively complete business model. The introduction



of various planting industries has gradually completed the structure of sightseeing agriculture. In the process of developing sightseeing and leisure agriculture, planting and breeding industry can be taken as the basic background of agricultural development, and the unique local conditions and customs of the countryside, forestry planting technology, rural green culture and other characteristics can be utilized to make sightseeing and leisure agriculture have the unique local conditions and customs of the countryside. The addition of various technologies can not only promote the rapid development of contemporary sightseeing and leisure agriculture, but also maximize the unique characteristics of the countryside. Different from single agricultural planting, the development of sightseeing and leisure agriculture not only has great requirements on the basis of agricultural planting, but also should conform to the development of the times and build a green and environment-friendly ecological sightseeing and leisure agriculture.

### *2.2 The Combination of Modern Equipment and Sightseeing Agriculture*

In order to maximize the construction effect when constructing a relatively perfect sightseeing and leisure agriculture, modern advanced agricultural science and technology equipment, such as modern data information management equipment, modern independent operation equipment and other advanced machinery, must be introduced in the construction process to integrate the development of sightseeing and leisure agriculture and the agricultural foundation with modern advanced equipment. This mode can not only maximize the effect of sightseeing agriculture, but also promote the progress of rural life and reduce the difference between rural and urban life. In addition, with the improvement of people's living conditions, people's unenvironmental travel and chemical plant's sewage and exhaust emissions make the urban environmental quality worse and worse. Urban ecological environment is far inferior to that of rural areas, so more and more urban people begin to yearn for the living environment in rural areas, which has become one of the first choices for people to travel and vacation. Therefore, there is a broad space for the development of sightseeing and leisure agriculture in rural areas. By coordinating rural areas and cities, it can not only promote the rapid development of sightseeing and leisure agriculture, but also help to achieve win-win cooperation and gradually restore a good ecological environment in the city. In the process of development, sightseeing and leisure agriculture can make full use of the rural labor force, find and create many jobs, make full use of the rural labor force, reduce the number of young people going out to work, and promote the rapid development of the rural economy.

## **3. Strategies for Developing Sightseeing and Leisure Agriculture**

### *3.1 Improving Residents' Quality and Paying More Attention to Sightseeing Agriculture*

Residents, as the most important part of the countryside, play an important role in the construction of sightseeing and leisure agriculture. Tourists not only appreciate the rural ecological environment, but also communicate with local residents during the tour. Therefore, residents play an important role in the development of sightseeing and leisure agriculture, and it is necessary to improve the overall quality of residents in the development of sightseeing and leisure agriculture. Residents are an important part of the countryside. Tourists may learn about the local cultural customs through the residents during their visit. Through the residents' explanation of the local culture and the introduction of crops, tourists can have a complete understanding of the local leisure agriculture. Therefore, improving the quality of residents can not only improve tourists' impression of local sightseeing agriculture and residents, but also promote the rapid development of sightseeing agriculture. Sightseeing agriculture has many advantages, but in the early stage of development, few people realized the advantages of this kind of agriculture, which hindered the development of local agricultural economy to a certain extent. Therefore, in the early stage of the development of sightseeing agriculture, each region should conduct a complete and in-depth analysis of its own situation in a timely manner. If the overall conditions are consistent with the development of sightseeing agriculture, the government should pay more attention to the development of sightseeing

agriculture in the region and establish a complete development environment for modern sightseeing and leisure agriculture.

### *3.2 Scientific Planning of Sightseeing Agriculture*

There are a large number of villages in our country. Due to the different movement states of the earth in the universe, villages in different regions are exposed to different sunshine, which makes the climate, annual precipitation and surrounding environment in different regions of our country have great differences. Therefore, in the construction and development of sightseeing agriculture, it is necessary to formulate strategies that conform to the development of sightseeing agriculture in different regions according to the geographical environment of different regions, and to build sightseeing agriculture with local characteristics, which cannot be generalized. Before building a complete sightseeing agriculture, managers should make scientific and reasonable plans in advance on how to develop sightseeing and leisure agriculture, fully investigate and analyze the local geographical environment, local culture, plant characteristics and surrounding light conditions, and on this basis, formulate a more scientific and reasonable development path for sightseeing agriculture. In carrying out the plan, we should pay attention to the occurrence of mutual imitation of the same product. Each village must highlight the local characteristic agriculture in the development of sightseeing agriculture and improve the position of local agriculture in the competition of similar agriculture. When planning the development path of sightseeing agriculture, the planning of infrastructure cannot be ignored, because sightseeing agriculture is similar to tourism, so managers should pay attention to the improvement of transportation when planning, so as to facilitate tourists to visit here.

### *3.3 Increase Cost Investment in Sightseeing Agriculture Development*

The investment of capital plays an important role in promoting the initial development of an industry. Before the development of sightseeing agriculture, the rural economy was mainly supported by agricultural cultivation and some aquaculture. With the rise of sightseeing agriculture, it is necessary to introduce advanced scientific and technological equipment in the development process if the traditional cultivation agriculture is to be completely converted into sightseeing agriculture. For example, in agriculture, greenhouse planting equipment, lighting equipment and fertilization equipment, etc. During the development of sightseeing agriculture, the introduction of such advanced equipment should be increased to provide a good ecological environment for the development of sightseeing agriculture. In the process of building sightseeing agriculture, in addition to increasing investment in the introduction of advanced equipment, it is necessary to strengthen investment in projects with local characteristics and greater development potential, to build a unique sightseeing and leisure agriculture, and to promote the rapid development of sightseeing agriculture in all parts of the country.

## **4. The Impact of Sightseeing and Leisure Agriculture on Rural Economic Development**

The rapid development of sightseeing and leisure agriculture can push forward the rural economy. To integrate the unique local culture, agricultural planting and agricultural activities in the rural areas into sightseeing agriculture, and build a sightseeing agriculture with various business modes such as production, play, sightseeing and leisure. With the continuous development of sightseeing agriculture in the times, it has gradually become a combined part of modern agriculture. Since the founding of New China, China's rapid economic development and the innovation and development of science and technology have effectively filled the gap in agriculture. Multi-functional agriculture has gradually appeared in people's vision and developed rapidly in contemporary society. Integrating planting, breeding, local culture and natural landscape is one of the characteristics of sightseeing agriculture development. This development mode can not only meet people's yearning for the natural ecological environment, but also promote the development of rural tourism and improve the rural economic development. In the construction of sightseeing agriculture, we should practice the core values of social subjects. First, we should give full play to the role of agricultural construction in sightseeing

agriculture. Transferring the agricultural structure and changing the traditional agricultural structure can not only push forward the development of modern agricultural construction, but also promote the development of rural economy. Secondly, we should build a new economy while developing sightseeing agriculture. The integration of humanity and nature is one of the reasons for the rapid development of sightseeing agriculture. The combination of agriculture and leisure tourism can not only give full play to agricultural operations, but also create new economic points. The development of sightseeing and leisure agriculture not only solves the problem of desertification in some lands, but also fully reflects the value of agricultural products in the market and promotes the rapid development of rural economy.

### 5. Concluding remarks

Since the reform and opening up, China's economy has developed rapidly and gradually to become a powerful economy, but there are still economic differences in some areas of China. Taking the countryside as an example, in order to eliminate the economic gap between the city and the countryside and promote the rapid development of the rural economy, we must make full use of the characteristics of the countryside. On this basis, the development of sightseeing and leisure agriculture conforms to the development path of the times. It can combine unique cultural flavor with sightseeing agriculture, improve residents' income, speed up the construction and development of new rural areas, and promote the rapid development of rural economy.

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