

Research on the Development Path of Agricultural Tourism Based on the Sustainable Development of Regional Economy

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Abstract: The gradual acceleration of urbanization and industrialization in China has led to serious pollution of the urban ecological environment, which has adversely affected the health of urban residents. Rural tourism can help city residents get away from traffic jams and polluted urban environments and breathe more fresh air. In addition, rural tourism has a deeper spiritual pursuit. From the perspective of ecological economy, the development prospect of agricultural tourism is broad, and there are many tourism resources in urgent need of development. Therefore, it is necessary for rural areas to strengthen the research on the development of agricultural tourism from the Angle of ecological economy and provide corresponding help for agricultural development. By studying the current situation of agricultural tourism development in Guizhou, this paper makes the following research on the prospects of sustainable regional economic development in the future.

Key words: Regional Economy; Sustainable Development; Agricultural Tourism; Development Path

1. The Necessity of Developing Agricultural Tourism for the Sustainable Development of Regional Economy

With China's social and economic development driving the development of tourism, traditional tourism projects can no longer attract the interest of tourists. Therefore, in order to solve this problem, local governments and tourism management departments should actively develop diversified tourism products, provide the foundation for the development of rural tourism industry through characteristic tourism products, make full use of rural ecotourism resources, and create diversified tourism projects, so as to increase tourists' attention to tourism projects. Developing agricultural tourism from the perspective of ecological economy can make

full use of the technical advantages of the Internet and highly integrate relevant tourism projects with the Internet. This new tourism model, which is highly integrated with the Internet, can not only attract the interest of tourists, but also reduce the development cost of local agricultural tourism. In the process of developing the agricultural tourism industry, it is necessary to strengthen the promotion of ecotourism products. First of all, rural areas should be good at using online means to increase publicity, integrate all local tourism products and development characteristics, form promotional documentaries, and upload them to various short video platforms to get more attention from netizens. Secondly, rural areas can use traditional Chinese festivals to carry out ecotourism promotion activities, strengthen cooperation with schools and enterprises, provide students with opportunities to get close to nature, and provide venues and facilities for enterprise employee team building. This can not only play a role in publicity, but also effectively improve the popularity of scenic spots. Finally, the local tourism management department should also pay attention to establishing various types of publicity platforms, strengthen coordination with transportation departments, and jointly analyze reasonable tourism routes according to the development of local tourism. This not only saves tourists a lot of time, but also improves their satisfaction with tourism.

2. Current Situation of Agricultural Tourism in Sustainable Development of Regional Economy in Guizhou

Guizhou is rich in natural landscape, national culture, historical sites and other tourism resources. Giving priority to the development and integration of these unique innate resources to create unique tourism products and tourism routes with Guizhou's agricultural characteristics is an important step for Guizhou's regional economic development to drive the agricultural tourism industry. By planning the construction of

scenic spots with strong rural customs and carrying out the protection and restoration of agricultural scenic spots, the natural scenery and local cultural resources of Guizhou can be fully utilized and displayed. In order to attract tourists from all over the world and provide better tourism experience for tourists from all over the world, it is necessary for Guizhou Agricultural Tourism Industry Association to increase the repair and construction of the infrastructure of tourist attractions, and the local government should actively attract investment and set up special investment and construction funds. It includes the construction and improvement of hardware facilities such as roads, airports, railway stations, tourist transportation routes, hotels, restaurants and accommodation. On the basis of retaining local folk customs in Guizhou, it aims to improve the service level of agricultural tourism in Guizhou, improve the service quality of hardware facilities, and provide a comfortable environment for the convenience and comfort of tourists. In addition to scenic spots and tourism infrastructure, it is also necessary to develop tourism industry chains that can combine local agricultural characteristics and related industries, such as wholesale and retail tourism with agricultural characteristics, agricultural product fairs, tourism catering with local characteristics and other services. Accelerating the operation of agricultural tourism industry chain can improve the comprehensive service level of local agricultural tourism projects, increase local employment opportunities, and promote the sustainable development of regional economy. In addition, at present, Guizhou agricultural tourism activities will regularly carry out distinctive and targeted tourism project promotion activities, and make good use of self-media, the Internet, tourism exhibitions and other publicity channels to promote Guizhou tourism resources and agricultural characteristics to external tourists. At the same time, we should pay attention to improving the service quality of tourism peripheral projects, provide high-quality tourism products and experiences, and attract more tourists through word-of-mouth and user evaluation. We will establish and improve tourism management organizations and systems, strengthen market supervision and supervision of agricultural tourism scenic spots in Guizhou, and standardize tourism management behavior. At the same time, we should pay attention to the

protection of tourism resources and the protection of the environment, and take measures to ensure the balance between tourism development and environmental sustainability. According to the diversity of tourists' needs, it provides various types of tourism products and experiences, such as ecotourism, rural tourism, folk culture tourism, hot spring health tourism, etc. In this way, it can meet the needs of different groups and expand the service management scale of the agricultural tourism market for regional economic development.

III The development path of agricultural tourism for sustainable regional economic development

2.1 Abundant Agricultural Products of Agricultural Tourism Chain Path Development

Guizhou is a big agricultural province, and agriculture occupies an important position in Guizhou's economy. Guizhou has a solid foundation of agricultural products, and the food industry is an important part of Guizhou's agricultural industry chain. Guizhou has a mild climate, abundant rainfall and abundant land resources, which are suitable for growing most crops such as rice, wheat, corn, vegetables and fruits. In addition, Guizhou has unique agricultural products, such as tea, tobacco, traditional Chinese medicine and so on. This provides abundant raw material resources for Guizhou food industry. The Guizhou Provincial government has repeatedly issued relevant policies to encourage and support the development of the food industry. For food processing enterprises, Guizhou has also implemented tax incentives to improve their profitability. In addition, Guizhou is also a populous province, but also has the natural landscape of heaven alone, and has always remained a popular tourist destination, providing a huge market demand for Guizhou's food industry. In recent years, with the gradual improvement of people's living standards, people's demand for green food and food hygiene, quality and safety is getting higher and higher. Under this opportunity, it provides greater development space for the development of agricultural green food industry in Guizhou. With the continuous development of food processing industry, there are more and more food processing enterprises inside and outside Guizhou Province, and the healthy competition within the industry is becoming

increasingly fierce. Driven by this competitive environment, local agricultural product processing enterprises in Guizhou need to continuously improve product quality and service level in order to occupy a place in the complex market. In short, the regional economic development of Guizhou cannot be separated from the industrial food processing economic chain. The innate geographical and weather conditions of Guizhou have contributed to the unique favorable conditions for crop growth. The future development prospect of regional economic environment is relatively good, but there are still some challenges and difficulties. Local agricultural products and food processing enterprises in Guizhou need to seize market opportunities, make use of strength, actively respond to diversified industry development trends, and constantly improve their core competitiveness.

2.2 We will Intensify Efforts to Protect Agricultural Ecology

Guizhou Province is rich in biological resources, there are 9982 species of vascular plants, of which more than 700 are edible, among which more than 2000 are green, beautifying, anti-pollution and improving the environment. There are 16 species of rare plants under the national first class protection, such as Chinese fir, silver fir, pigeon tree and *Cycas Guizhouensis*. There are 1,053 species of vertebrates, including 141 mammals, 509 birds, 104 reptiles, 74 amphibians and 225 fish. Guizhou golden monkey, black langur monkey, black-necked crane and other national level protection of 15 rare animals. Second, Guizhou is one of the four major traditional Chinese medicine producing areas in China, with 4,419 kinds of medicinal plants and 301 kinds of medicinal animals. There are 50 kinds of well-known "authentic medicinal materials" at home and abroad, and more than 350 kinds of Chinese medicinal materials have been developed and utilized. Gastrodia, *Eucommia*, *Coptis*, dogwood and *Dendrobium officinale* are five famous medicines in Guizhou. Guizhou is rich in mineral resources and a large province of mineral resources in China. More than 110 kinds of minerals have been discovered in Guizhou Province, of which 76 kinds have proven reserves. Among them, the reserves of mercury, barite, sandstone for chemical fertilizer, sandstone for metallurgy, diabase for decoration,

sandstone for brick and tile rank first in the country, and the reserves of phosphorus, bauxite, rare earth rank second in the country. The third place is magnesium, manganese, gallium and so on. In addition, coal, antimony, gold, and pyrite also occupy an important position in China. With large coal reserves, complete coal types and excellent coal quality, it is known as "Jiangnan Coal Sea". Barite reserves account for one-third of the country's total; The gold reserves rank 12th in China, and it is an emerging gold production base in China. Guizhou has many nationalities, unique customs and customs, and rich and colorful tourism resources. By the end of 2017, there were 71 scenic spots in Guizhou province. Among them, there are 18 national scenic spots and 53 provincial scenic spots. There are 55 5A-level tourist attractions. Fifth, There are many rivers with water resources in Guizhou, with 984 rivers over 10 kilometers long. In 2002, the runoff of rivers in Guizhou Province reached 114.52 billion cubic meters. Guizhou's rivers are characterized by mountains, and most of the upstream rivers are open valleys with gentle water flow and small water volume. The middle reaches of the river valley are criss-crossed with fast-flowing water; The lower river valley is deep and narrow, with a large amount of water and abundant water resources. Through the reasonable integration of agricultural eco-tourism resources in Guizhou, a diversified and multi-level development path of agricultural tourism can be constructed. Through the above measures, various stakeholders in the development of agri-tourism will understand the significance of sustainable development. Whether it is land development or the creation of natural landscape, it is necessary to synchronize the development and protection work and pay attention to the moderation of development. Promote the simultaneous development of appreciation and experience, and work together to integrate eco-tourism resources. In the process of promoting the development of agricultural tourism, it is necessary to skillfully use customs, agricultural culture, characteristic rural dwellings, planting, etc., so that tourists can feel rural life here, relax, and attract more tourists to come to rural tourism. From the perspective of ecological economy, all rural areas need to always adhere to the concept of sustainable development, improve and perfect the management mechanism of agricultural

ecological tourism, and make the development path of agricultural tourism more diversified. In the face of such a situation, environmental management departments and government departments also need to introduce relevant laws and regulations, through a variety of rules and regulations, legal provisions, the establishment of multi-level, all-round agricultural ecotourism norms, and ultimately better complete the control of ecological pollution sources. On this basis, the establishment of an effective information exchange platform, through the network to achieve the sharing of various resources information, so that environmental monitoring comprehensive coverage, to eliminate the establishment of various polluting enterprises, so as to control pollution from the source. Finally, each region should also establish the corresponding agricultural ecological compensation system according to the actual development level of the region, use a variety of channels, significantly improve the level of agricultural development, and finally realize the coordinated development of urban and rural areas. From the perspective of ecological economy, the development of agricultural tourism not only requires the joint efforts of rural residents, but also requires local governments to formulate scientific and reasonable development strategies, rely on agricultural tourism industry to improve the local economic level, improve the quality of life of rural residents, and deeply implement the rural revitalization strategy. On the basis of protecting the rural ecological environment, it fully embodies the positive significance brought by the development of agricultural tourism.

3. Agricultural Tourism Economic Report to Promote Sustainable Development of Regional Economy

Research shows that from January to May 22, Guizhou received 289 million tourists and achieved tourism revenue of 324 billion yuan. Focus on 1,078 tourism industrialization projects under construction in the province, with a total investment of 58.786 billion yuan. From January to May of the same period last year, Guizhou received 317 million tourists, achieving a tourism revenue of 352.3 billion yuan. Among them, 1,089 tourism industrialization projects under construction in the province are arranged, with a total investment of 60.043 billion yuan, as shown in Figure 1.

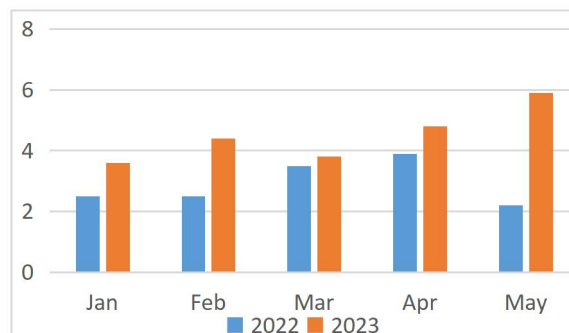


Figure 1. Agricultural Tourism Economic Report 2022-2023

Guizhou Province is rich in tourism resources and has always taken tourism as an important strategic support to maintain the two bottom lines of development and ecology. Persist in shaping tourism with culture and highlighting culture with tourism, give full play to the advantages of tourism resources endowment, promote tourism industrialization with high quality, and strive to achieve a great improvement in tourism quality. It is committed to building an international first-class mountain tourism destination, a domestic first-class leisure and health mountain tourism destination, and accelerating the construction of a colorful Guizhou tourism province. Guizhou tourism resources have the characteristics of large quantity, all types and various forms. Among the 15 major natural tourism resources developed in the world, Guizhou occupies 10 types such as mountains, plateaus, caves, hot springs, waterfalls and wild animals. There are many scenic spots in Guizhou, and there are four World Natural Heritage sites (Libo, Chishui, Shibing Karst and Fanjing Mountain). With its inherent karst landforms and diverse ecological environment, Guizhou has become the province with the most World natural heritage sites in China. Guizhou has 5 5A-level scenic spots, 18 national-level scenic spots, 11 national-level nature reserves, 10 national geoparks, and more than 1,000 ethnic minority festivals, as shown in Figure 2.

Guizhou is located in the southeast of southwest China. The neighboring provinces and cities have dense population, rapid economic development, strong tourism consumption capacity and abundant tourist sources. It is not only convenient to receive tourists from the southeast coast and Hong Kong, Macao and Taiwan for sightseeing and leisure holidays, but also an important channel for mainland tourists

to travel to the coastal development zone, which is conducive to the development of transit tourism. Especially with the construction of "six horizontal, seven vertical and eight consecutive" traffic pattern of Guizhou expressway, as well as the opening of Guiguang high-speed railway and expressway, Chongqing-Guizhou high-speed railway and Shanghai-Kunming high-speed railway, Guizhou's geographical advantages have been greatly improved.

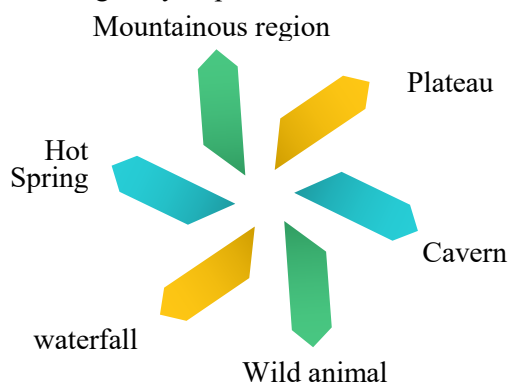


Figure 2. Advantages of Natural Resources in Guizhou

Guizhou's tourism resources are not only rich, but also very unique, the biggest feature is "original ecology". There are not only World natural Heritage sites like Libo, but also the HuangGuoshu Waterfall, the third largest waterfall in the world, and the Global Geopark, the charming Zhijin Cave, the soul of the Guizhou Plateau, and rural tourist attractions throughout the province. Vigorously develop eco-tourism, providing tourists with the experience of returning to nature and returning to nature, has a strong market advantage in the development of tourism. Guizhou has a warm and humid climate, with no severe cold in winter and no scorching heat in summer. The average annual temperature in most parts of the province is around 15 degrees Celsius, with plenty of rainfall and low UV intensity. It is called "natural oxygen bar" or "natural air conditioner". With its unique climate advantages, Guizhou has become a summer resort for many tourists across the country in summer, and through the publicity and promotion of online media platforms, it has become more and more attractive to tourists from all over the world.

4. Conclusion

The development of agricultural tourism based on the sustainable development of regional

economy is one of the important ways to realize the sustainable development of ecological agriculture. It is also for the current development of ecological agriculture, the local government should actively take relevant measures to ensure the sustainable development of ecological environment, vigorously develop the environmental protection industry, and provide social service system related to agricultural tourism at night. To promote regional economic development of agricultural tourism to provide sufficient impetus.

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