

Analysis on The Development Countermeasures of Leisure Agriculture in Xi 'an Under the Background of Rural Revialization Strategy

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Abstract. In order to promote rural revitalization and achieve efficient and high-quality agricultural development, Xi 'an City makes full use of regional advantages and rich tourism resources to develop leisure agriculture. This paper starts with the analysis of the development status of leisure agriculture in Xi 'an, finds the problems existing in the development of leisure agriculture in Xi 'an, and actively explores and practices the basic paths and countermeasures to promote the development of leisure agriculture in Xi 'an, accelerates the pace of rural revitalization in Xi 'an, and completely solves the problems of agriculture, agriculture and rural areas.

Keywords: Leisure agriculture; Rural revitalization; Digitization.

1. Introduction

With the rapid development of economy and society, people's demand for spiritual life is becoming more and more diversified, especially for rural pastoral life. The report of the Party's 20th National Congress clearly pointed out: "Accelerate the construction of an agricultural power, and solidly promote the revitalization of rural industries." In this opportunity, rural agricultural economic development has a new opportunity. Xi 'an City actively responds to the call of the state, vigorously develops the pastoral complex, builds the characteristic leisure agricultural town, leisure farm and other new business models, and fully realizes the rural revitalization.

2. Related concepts of leisure agriculture

Leisure agriculture refers to making full use of modern science and technology, highly integrating the existing rural production conditions, natural resources and art and culture to create a new rural industrial model with sightseeing, tourism and leisure as the main body. Leisure agriculture is also an organic whole of agriculture, tourism and cultural industry. In fact, from the perspective of the development law of leisure agriculture at home and abroad, leisure agriculture is a new rural business with the integration of three industries. It is an effective way to lengthen the traditional agricultural industry chain, enhance the added value of agricultural products, effectively solve the idle rural labor force, and achieve industrial development, ecological harmony, rural style improvement, social good governance, and villagers' income increase.

3. Xi 'an leisure agriculture development status

Since ancient times, Xi 'an has a unique geographical advantage, being located in the hinterland of Guanzhong Plain, surrounded by Wei River, Feng River, Ba River and Chanhe River, and rich in natural resources. At the same time, Xi 'an, as the ancient capital of thirteen dynasties, has a profound history and culture, which provides conditions for Xi 'an to develop its characteristic leisure agriculture.

Xi 'an has been exploring and developing leisure agriculture for many years, and has basically formed a pattern of "two zones and three regions" at present, among which the two zones are the northern foot of the Qinling Mountains and the Weihe River. The three areas refer to the leisure agriculture demonstration areas of Bailu Yuan, Duling Yuan and Jingshan Yuan. The vigorous

development of leisure agriculture has provided more choices for Xi 'an citizens and tourists from outside the province. According to incomplete statistics, at present, leisure agriculture in Xi 'an is mainly distributed in Chang 'an, Ba Qiao, Hu Yi and Lintong. Relying on local characteristic resources, advantageous industries and geographical advantages close to the urban area, leisure farms have developed well in these districts and counties, mainly including strawberries and grapes in Chang 'an, cherries and grapes in Ba Qiao, grapes in Hu Yi, pomegranates and pollution-free vegetables in Lintong, etc. Here to taste picking, farming experience, research and development, enjoy the natural scenery, taste the special food. The main business models are: farm music, leisure holiday farm, leisure agricultural park, garden complex, agricultural characteristics of the town.

A survey was conducted on the leisure agriculture industry in Xi 'an and 100 samples were obtained. Among them, the rural leisure agriculture model was developed earlier and relatively mature. If counted by households, it accounts for the largest proportion among all business models (a village is taken as a rural leisure cluster for statistical analysis). Farm music is generally a family business unit, relatively small scale, easy to operate, so the number of groups is relatively large. The development of the garden complex and leisure agriculture town began after 2010, and they started late, with high investment cost, and required professional manpower team for planning and operation. Therefore, it is difficult to enter the field, so the overall number is small and there are many problems, and further development and improvement are needed. However, on the whole, the development of leisure agriculture in Xi 'an has a certain scale and has entered a stage of rapid development.

Table 1. Distribution of leisure agriculture patterns in Xi 'an City

Species quantity	Farmhouse cluster	Leisure farm	Agricultural park	Pastoral complex	Small town with agricultural characteristics	total
Mode quantity	19 (1200households)	35	35	5	6	100
Sample proportion	19%	35%	35%	5%	6%	100%

From the perspective of business income analysis, up to now, Xi 'an has developed 5 national leisure agricultural parks, 10-15 provincial leisure agricultural parks, and 80-100 municipal leisure agricultural parks, forming 7 leisure agricultural tourism routes, with 30 million tourists and annual business income of 3 billion yuan. At the same time, Xi 'an leisure agricultural enterprises have cross-border integration, industrial linkage development trend.

4. Problems existing in the development of leisure agriculture in Xi 'an

Leisure agriculture is an emerging industry, and the industrial development basis comes from rural areas and agriculture, so most of the project development belongs to the development and operation management of local village committees. Tourism companies are less involved, lack a sound management system, and are derailed from market operation. The unclear responsibilities and responsibilities among the staff have a certain impact on the development and quality improvement of leisure agriculture. At the same time, the industry standards or norms related to leisure agriculture such as construction, safety, catering, accommodation, environmental protection, health and service are lacking, the management system is not standardized, and the service level is not high.

4.1 Xi 'an leisure agriculture industry management system is not perfect

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4.2 Lack of cultural creativity and serious homogenization of products

With the development of economy and the continuous improvement of people's consumption power, there are higher requirements for leisure agricultural products, which not only require product quality, but also pay more attention to the connotation of products. After more than ten years of development of leisure agriculture in Xi 'an, most of the products still only stay in the basic level of primary agricultural products, local characteristic catering, folk inn, rural tourism, rural life experience, etc. The traditional industry is not extended enough, the business scope is relatively narrow, the lack of cultural creativity, and the lack of local culture mining, which also leads to the lack of its own characteristics and the same. Can be copied quickly, can not meet the tourists to seek new and different psychology. Due to the serious homogeneity, lack of core competitiveness, lack of attraction to tourists, it is difficult to achieve profit, affecting the economic income of farmers, but also hit the enthusiasm of rural leisure agriculture development, not conducive to the implementation and promotion of rural revitalization strategy.

4.3 The infrastructure is not in harmony with the development of leisure agriculture industry

First of all, the leisure agriculture industry currently has a widespread phenomenon of backward infrastructure, such as simple public service facilities, poor catering and accommodation environment, sewage discharge everywhere, tourism waste treatment is not timely, tourists are difficult to go to the toilet and other problems, there is no extended entertainment facilities, tourists have a poor experience, long-term consumption and repeated consumption is relatively small. Secondly, many places do not pay attention to the protection of traditional rural style, blindly build new buildings, concrete buildings, rockery, fake water, fake flowers, etc., so that the existing infrastructure and the development of leisure agriculture is not coordinated, the lack of beauty, the loss of rural characteristics.

4.4 The propaganda channel is single and the strength is insufficient

With the development of the Internet and information technology, all walks of life are constantly expanding their product promotion channels and increasing publicity efforts. Because leisure agriculture is mostly developed and operated by village committees, managers lack awareness of product publicity and have little understanding of technology. They only attract tourists through wechat and human-to-human transmission, or publish advertisements through tabloids and leaflets, which lacks authority and has very little promotion efforts, resulting in low popularity of leisure agriculture products and small number of tourists.

4.5 Lack of theme planning

Most of the leisure agriculture products are copied and developed, focusing on hardware construction. Although experts were hired to carry out overall planning before the development, there was no theme research and planning, passenger flow analysis, packaging design, or format innovation. Most of the landscapes were constructed manually, lacking rural characteristics, artistic and interesting features, themes highlighting the cultural characteristics of leisure agriculture in Xi 'an, and high-end artistic spirit and artisans in high-end industries. Poor reviews from tourists.

4.6 Insufficient investment funds and unstable sources of funds

In addition to farming is a family size, easy to invest and develop, other models of leisure agriculture need to invest a lot of funds, and the later need stable funds to maintain the operation of the industry. However, the farms, land and housing owned by leisure agriculture belong to collective property and cannot be used as collateral for financing loans, and the channels for raising funds are

limited. Secondly, leisure agriculture involves many links, such as planting and breeding, processing, and tertiary industry services, and its development requires a large amount of funds, which is far from enough to rely on farmers' own accumulation, and the government's support funds are limited. Therefore, most leisure farms are small in scale, low in grade, insufficient in social influence and low in attractiveness, which restricts the expansion and strengthening of Xi 'an's leisure industry.

4.7 The leisure agriculture industry lacks professional service talents

Compared with other occupations, although leisure agriculture has no skill requirements for practitioners, it still requires practitioners to have a certain sense of service and cultural literacy. As the geographical coverage of leisure agriculture is relatively large, the demand for practitioners is also relatively large, which provides a large number of jobs and opportunities for nearby villagers. At present, the workers in leisure agriculture are basically local residents, and on the whole, they lack service awareness and low cultural literacy, while modern people pay more and more attention to the quality of service in leisure and entertainment. Therefore, in order to achieve high-quality development of leisure agriculture, it is also necessary to strengthen the training of relevant practitioners and strengthen the introduction of professional service talents.

5. Countermeasures to accelerate the development of leisure agriculture in Xi 'an

5.1 Increase government policy support

In order to standardize and improve the development of leisure agriculture in Xi 'an, build a beautiful countryside, and promote the strategy of rural revitalization, Xi 'an Municipal Government has formulated and issued Xi 'an Leisure Agriculture Development Plan, Xi 'an Municipal People's Government's Guiding Opinions on Accelerating the Development of leisure Agriculture, Xi 'an Leisure Agriculture Demonstration Park Identification Measures and other policies to plan and guide the development of leisure agriculture industry. At the same time, the government has established a special fund to support leisure agriculture, and has included leisure agriculture in the scope of insurance, provided preferential industrial loans, and improved the agricultural risk guarantee mechanism. Encourage enterprises and tourism companies to cooperate with villages and towns to develop leisure tourism agriculture, upgrade the level of leisure agriculture industry, and enhance the cultivation of leisure agriculture and beautiful rural tourism demonstration sites.

5.2 Develop characteristic leisure agricultural products according to local conditions

All parts of Shaanxi have different historical, cultural and cultural landscapes. To develop leisure agriculture, it is necessary to have a deep understanding of local characteristics, excavate historical elements, cultural elements, folk customs and folk crafts, and develop innovative and interesting products according to local conditions, which can highlight traditional farming culture and make use of modern science and technology, so that tourists can enjoy Shaanxi special snacks at the same time. Understand the folk culture, the historical culture. In product development, we should pay more attention to ecological development, highlighting the harmonious development of man and nature. Especially in the surrounding areas of the city, tourists from inside and outside the province and urban residents should be the main target group, and actively develop various forms of leisure and entertainment activities that are popular with tourists. It is necessary to establish a model of leisure agriculture, so that urban residents can enjoy the pastoral scenery at the same time, but also personally participate in agricultural labor, craft production and other activities, but also play a certain role in agricultural education for urban children.

5.3 Establish a high-level team of leisure agriculture talents

Leisure agriculture in Xi 'an has been developing for many years. Most of the developers are village committee personnel, and most of the service providers are nearby farmers, with relatively low service awareness and cultural quality. To improve the development of leisure agriculture, a professional management and service team must be set up. First of all, the leisure agriculture industry should provide more practice, internship and employment opportunities for college students, and make full use of college students' resources to improve product services. Secondly, strengthen the cooperation among government, schools and enterprises, and establish a sound talent training mechanism; At the same time, the government should pay attention to the future development of leisure agriculture, establish relevant measures for talent introduction, and boldly train college students to participate in management, marketing planning, public relations etiquette and tour guides, agronomists and other talents. Finally, professional training can also be conducted for rural farmers to enhance their concept and service awareness and enhance the service effect of leisure agriculture.

5.4 Use digital platforms to increase publicity

In order to realize the sustainable development of Xi 'an leisure agriculture with high quality, an effective marketing strategy must be formulated. Make full use of digital information platform and various new media technologies to introduce the features, highlights and product prices of leisure agriculture, such as newspapers, television, advertising, Tiktok, short videos, etc., to enhance the popularity of leisure agriculture products. We can also organize activities with agricultural industry characteristics through public welfare activities, so that more people can understand the changes of leisure agricultural products, know Xi 'an, understand Xi 'an, enhance the visibility of Xi 'an, and promote the development of Xi 'an's agricultural economy.

5.5 Innovate development model and reshape characteristic products

All units involved in the development of leisure agriculture should broaden their horizons, integrate a variety of agricultural industries, and strengthen the correlation between various products. Starting from the market demand, we will create special leisure agriculture products, and carry out innovation in the direction of one village with one characteristic and one family with one taste. At the same time, the use of leisure agriculture projects to carry out agricultural products trading, improve the sales of agricultural products, but also improve the popularity of leisure agriculture projects. We can also make use of the advantages of each village to develop modern tourism agriculture, establish agricultural science popularization education base, lead the development of leisure agriculture, and promote the development of leisure agriculture from farm to park.

5.6 Strengthen the construction of leisure agriculture development market management system

First of all, improve the market management system, use a variety of preferential policies to attract influential cultural tourism enterprises to visit, investment, and promote the development of social capital to develop leisure agriculture. Secondly, learn and innovate the advanced concepts, design experience and service concepts of leisure agriculture development management in other regions, and build a management system that conforms to the development of localized leisure agriculture. Innovate financing models, make full use of the Internet + model, issue private equity bonds and other ways to guide all kinds of social capital to invest in leisure agriculture and rural tourism.

5.7 We will improve infrastructure

The development of leisure agriculture in Xi 'an is relatively fast, but the locations of various industries are scattered, basically located in the suburbs of the city, which is very inconvenient for tourists who cannot drive or do not have a car. Therefore, the government should increase the planning and investment in transportation infrastructure, provide through trains between different leisure

agriculture industries, and save tourists' sightseeing time. In addition, there are more and more private cars, and many tourists choose to drive themselves, so the construction of parking lots should be increased and parking management should be standardized. Finally, the main body of leisure agriculture development and operation should accumulate funds, apply for government subsidies and special funds, improve supporting facilities such as water supply, power supply and gas supply, improve health conditions, and optimize the rural tourism environment.

6. Conclusion

The rise and development of leisure agriculture plays a very important role in rural revitalization. Through a comprehensive analysis of the development status of leisure agriculture in Xi 'an city, the local characteristics are explored to enrich the types and functional positioning of leisure agriculture products. However, the analysis also found that Xi 'an leisure agriculture also has problems in management system, lack of talents, publicity, insufficient funds and other aspects. Therefore, Xi 'an city needs to make an overall plan, do a good job in top-level design, and actively take various measures to build a platform for the development of leisure agriculture, solve the employment problem of farmers around Xi 'an, and promote the economic development and modernization level of Xi 'an region. Lay a solid foundation for rural revitalization and better meet the people's yearning for a better life.

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