

# Agricultural Ecotourism and Its Model

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## **Abstract**

Agricultural eco-tourism is a new form of tourism, which is an organic combination of agricultural ecology and eco-tourism. In recent years, the state has paid more and more attention to the development of agriculture. It has become a new mode of tourism development by linking ecological tourism with the development of agriculture. Based on the concept of rural ecotourism, this paper focuses on the typical rural ecotourism model in China, and analyzes the planning mechanism for constructing these development models, so that people can better understand the agro-ecological tourism model. Scientific, rational and feasible, we strive to establish a coordinated development mechanism between the agricultural economy, the ecological environment and the tourism culture.

**Keywords:** *Agricultural Ecology; Ecotourism; Development Model*

## **1. INTRODUCTION**

Agro-ecological tourism is an emerging organizational form based on the theory of circular economy and ecological principles. It is a practice model of circular economy at the regional level [1]. With the gradual transformation of China's agricultural economic development model, agro-ecological tourism emerges as an emerging form of tourism. It is a new era product of the combination of agro-ecology and eco-tourism under the background of new rural construction [2]. With the rapid development of China's economy, people's income continues to increase, and consumer demand is constantly being updated. Its characteristics are different from traditional agriculture. First, it is based on agricultural production, second, it focuses on tourism management, third, it has high efficiency and low risk, fourth, it has small geographical restrictions and various forms [3]. From this we can see that rural eco-tourism is the product of the cross-integration of "agriculture, countryside and farmers" resources and tourism, and it is a new form of tourism activities based on the concept of sustainable development [4]. In the context of China's economic transformation, rural eco-tourism must constantly innovate and develop new models, optimize and upgrade the industrial structure of rural eco-tourism, regard it as the strategic focus under the conditions of economic transformation, and strive to realize the modernization and intensive development of rural eco-tourism.

## **2. THE CONCEPT AND GENERATION OF AGRICULTURAL ECOTOURISM**

Modern urbanites yearn for countryside scenery and pastoral life. Rural tourism has become a fashion, but the ecology of rural tourism is the key to their competitiveness. The term agroecology was first proposed by American soil scientist Albrecht in 1970, and was defined by British agronomists as small-scale agriculture with low input or absolute exclusion of agrochemicals [5]. Eco-tourism agriculture is an efficient industry based on agricultural production, which combines agriculture with natural, human landscape and modern tourism. Based on agricultural production, agro-ecological tourism combines agriculture with nature, human landscape and modern tourism. It is based on the protection of natural ecological environment and is a new type of eco-tourism focusing on the development of rural tourism resources [6]. China's agro-ecology is an agricultural model that emphasizes sustainable development. It is based on the principle of ecology, applying modern scientific and technological achievements and modern management methods to plan, organize and carry out agricultural production according to local conditions. A modern agricultural system that meets the actual conditions of China's agriculture.

## **3. PRINCIPLES OF DEVELOPING ECOTOURISM AGRICULTURE**

### ***3.1 Development principle of low carbonization and energy conservation***

In the process of ecotourism development, people should try to combine the principle of low carbonization and energy conservation. In the process of building local sightseeing houses, we must consider the construction of green ecological buildings, and we should choose new materials that are green, environmentally friendly and energy-saving. The objects involved in agriculture are often foods in each other, circulating in the form of ecological food chains, and the various subjects in the cycle complement each other and share symbiosis [7]. Fully excavate the ornamental, learning and participation of agricultural ecology, so as to maximize the value of agricultural resources. Ecotourism agriculture is a new type of tourism agriculture with agriculture and countryside as its carrier. It must be built on the basis of agricultural resources that can be exploited for tourism, so as to transform agricultural resources into tourism resources. In the process of displaying agricultural tourism products, wind energy can be organically combined with buildings, so that wind can provide electricity for the whole building, so as to ensure the ecology of tourism agriculture development.

### ***3.2 Development principles suitable for local areas***

In the process of developing eco-tourism, we should develop the tourism industry with local characteristics according to the local characteristics and the local living conditions, environment and topography. Emphasizing the harmonious coexistence between man and nature, relying more on the external natural environment, thus providing opportunities for the development of rural areas with the flavor of "nature, harmony and countryside". For example, the fresh natural environment of mountains and rivers, unique rural residential environment and so on. Agricultural eco-tourism can make full use of this natural resource as the basic condition of tourism development, and develop a tourism mode of "sightseeing + experience" [8]. In the process of developing eco-tourism, according to the characteristics of local agricultural development, we can make full use of rural space, natural resources, human resources, and construct agricultural display areas in agricultural experience zones, and show the agricultural display and processing of agricultural products to tourists through the process. Let visitors have a better understanding of agriculture. It has become a new type of agricultural production and management, breaking through the traditional agricultural production mode and realizing the unification of economic and social benefits.

### ***3.3 Principles of sustainable development***

The circular economy is an ecological economy characterized by the flow of matter, energy ladders and closed loops. Therefore, the development of ecotourism agriculture is the nature of agriculture that people can experience, so that tourists can relax and enjoy the process of tourism. We should fully respect the culture of regional culture that is full of differences, and we should also seek ways to make it a highlight of tourism development [9]. The ultimate goal of green eco-tourism is to serve people. The development of eco-tourism agriculture is ultimately for the sustainable development of society. The sustainable development of society pays attention to people-oriented. This combination of the protection and utilization of ecological environment and the proper emphasis on social and economic effects follows the law of agricultural development, conforms to the interests of farmers and leads agriculture to a healthy and sustainable development path.

## **4. DEVELOPMENT MODEL OF ECOTOURISM AGRICULTURE**

### ***4.1 Sci-tech sightseeing and leisure farm model***

With the rapid development of high-tech, the development of eco-tourism agriculture should move towards the direction of high-tech development. The construction of eco-tourism agriculture has also developed from a small scale to a centralized one. According to the current situation of these different natural resources, we can set up different tourism themes, set up different tourism projects, so that the local rural tourism resources can give full play to their own characteristics of tourism themes, and carry out relevant tourism thematic activities. Eco-tourism agriculture has high-tech characteristics. It is the concrete manifestation of "three high" agriculture. Especially in some large sightseeing agricultural science and technology parks, large areas of land are developed by advanced agricultural technology through leveling and planning [10]. Due to the application of high technology in ecotourism agricultural tourism, both the quality of ecotourism products and the appearance are slightly better than traditional agricultural tourism, which has better visual effects. The most distinctive feature of this model lies in the function of

science education, that is, it not only shows the application of agricultural science and technology civilization, but also realizes the intersection of agriculture and tourism, and injects ecological civilization and sustainable development concept for tourists.

#### ***4.2 Leisure and entertainment model***

In fact, this model is to introduce the content of modern urban entertainment tourism into rural areas, and make its leisure function compatible with rural production and life functions, and then evolve a square-type rural eco-tourism model of fitness and recreation, walking and leisure, residence and other activities. Therefore, under the condition of economic transformation, innovating the development mode of rural ecotourism has irreplaceable great advantages in promoting the deepening of rural economic transformation and realizing rural economic and social development. This mode of operation has the characteristics of both agriculture and tourism. It can bring a fresh feeling to urban tourists and increase the added value of agriculture. Demonstrate the history of agricultural production and some characteristic agricultural products. This model increases the understanding of the local agricultural production history and allows visitors to have an intuitive window to local agricultural production. This is a comprehensive rural tourism and leisure model that understands the local customs.

#### ***4.3 Original ecotourism model***

Primitive ecology refers to the primitive, primitive and natural state existing in the countryside or a certain area, which is well preserved and not contaminated by man-made sculpture. Ecotourism agriculture provides a certain space for tourists to visit, relax, participate in entertainment and taste delicious food in the scenic area. In the process of entering and leaving the tourist area, tourists can better appreciate the ecological scenery along the way at the level of middle distance and close distance, leaving a clearer and deeper impression. As an important complex ecosystem for the survival and development of human economy and society, the ecological environment is of great importance to the development of rural tourism economy. This kind of agriculture is superior to high-quality varieties, cultivation management techniques, agricultural production techniques, and landscape appearance, which is unmatched by general agricultural areas. The most distinctive feature of this kind of tourism mode lies in the attractiveness of the “original ecology”, which enables visitors to experience the magic of nature and the amazing charm of the original ecological culture, so that people can achieve a high degree of harmony between man and nature.

### **5. CONCLUSIONS**

China's agro-ecological tourism has a good background for the development of new rural areas. We should do a good job of the feasibility of combining agro-ecology with eco-tourism, and based on this, carry out scientific planning and unified layout. Eco-tourism gradually deepens people's lives with its concept of protecting the environment and sustainable development. For the sustainable development of human beings, agro-ecological tourism development should be based on the perspective of nature, combined with local characteristics, to develop local new energy to reflect Local customs. In order to give full play to the great role of rural eco-tourism in promoting the rapid development of economy and society and promoting the construction of a new socialist countryside, it is necessary to proceed from the realistic background and specific requirements of economic transformation. Further increase the government's support, let agro-ecological tourism take people's ideal life sacred place as a planning concept, better develop existing tourism models, and build and continuously improve a new, natural, green and new tourism mechanism.

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