

Research on the Upgrading and Innovation of Leisure Agriculture in Shenyang

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Abstract: Leisure agriculture is a new type of industrial form, which has an obvious pulling effect on economic development. In recent years, Shenyang has paid more attention to the development of leisure agriculture and made some achievements. But there are also many problems. From the perspective of sustainable development, the transformation and upgrading of leisure agriculture industrial structure is very necessary and urgent. In this context, this paper analyzes the current situation of leisure agriculture in Shenyang, discusses the existing problems, and finally puts forward countermeasures.

1. Introduction

At present, with the development of China's national economy entering a new normal, the demand for leisure consumption of urban and rural residents continues to rise, and the structural reform and development of agricultural supply side entering a new stage, leisure agriculture, as the integration of the development of primary, secondary and tertiary industries in rural areas, has become a new industrial form and consumption format. In 2016, the guiding opinions on Vigorously Developing Leisure Agriculture issued by the state clearly stated that "promote the deep integration of agriculture, tourism, education, culture, health care and other industries, vigorously improve the development level of leisure agriculture, and strive to cultivate the leisure agriculture industry into a new pillar industry for prosperous rural and rich farmers". Promote the transformation and upgrading of leisure agriculture, It is not only the strategic requirement to accelerate the transformation of agricultural development mode and promote the construction of ecological civilization under the background of hard constraints of resources and environment, but also the strategic choice to broaden the channels for farmers to increase income and build a well-off society in an all-round way under the background of the new normal of economic development. It is also the strategic choice to introduce new business forms of poverty alleviation and promote the people in poverty-stricken areas to get rid of poverty and become rich under the background of the breakthrough of poverty alleviation and development Strategic initiatives.

As a national megacity, Shenyang has not only a huge urban population, but also a wide space for rural development and a variety of agricultural forms. It has the basic conditions for the development of leisure agriculture, which is one of the new growth points of Shenyang's regional economic development. However, in the 13th Five Year Plan period, in the face of the huge demand of Shenyang leisure agriculture market, the internal and external environment of leisure agriculture will be more complex, with problems such as low level of development, serious homogenization, imperfect facilities, poor comprehensive service quality, relative lack of business subjects and insufficient investment in development funds. Therefore, how to analyze the development of leisure agriculture in Shenyang and promote the development of the whole leisure agriculture industry to improve the quality and efficiency is of great

theoretical and practical significance for the transformation and upgrading of leisure agriculture in Shenyang from government oriented to market-oriented.

2. The Development of Leisure Agriculture in Shenyang

In recent years, driven by the government, policy, market and innovation, the leisure agriculture and rural tourism industry in Shenyang have been improved in terms of industrial planning and resource types, and the industrial pattern has been formed.

2.1 Continuous Optimization of Development Layout

At present, Shenyang has basically formed the overall development pattern of "three belts and four lines", namely, Puhe ecological economic belt, Shenkang modern agricultural demonstration belt, urban agricultural industrial belt around the city and four excellent leisure agricultural sightseeing lines in the one hour economic circle around Shenyang. Liaozhong County is rated as the national demonstration county of leisure agriculture and rural tourism. The new land leisure agriculture park in Hunnan District, the lavender manor in Shenbei New District and the Lenong manor in Sujiatun District are rated as the national demonstration points of leisure agriculture and rural tourism.

2.2 The Connotation of Development Is Constantly Enriched

At present, Shenyang has successfully built four excellent leisure agriculture routes with distinct themes and various types. The eastern route is mainly in Hunnan District, focusing on the development of rural scenery experience, leisure and ecological agricultural sightseeing, agricultural style vacation. The southern route is mainly in Sujiatun District, focusing on the development of tourism and vacation, agricultural experience, sports and fitness, sightseeing and picking, and historical and cultural heritage. The western route mainly includes Tiexi District, Liaozhong district and Yuhong District, focusing on the development of post station culture, hot spring experience, rural picking and agricultural sightseeing. The northern route is dominated by Shenbei New District and Faku County, focusing on the development of landscape culture, ecological agricultural tourism and agricultural customs. By strengthening the public welfare publicity of leisure agricultural products, promoting the scattered leisure agricultural products to the market, improving industrial influence, social awareness and product popularity, and guiding leisure consumption.

3. Problems in the Development of Leisure Agriculture in Shenyang

3.1 Weak Publicity

With the rapid development of Internet self media and e-commerce, the importance of publicity to the development of leisure agriculture is beyond doubt. At present, the publicity of the leisure agricultural areas in Shenyang is weak, and there are two main problems: first, the Internet publicity using microblog, we chat and other media is still in the primary stage. Although most operators also have a warm desire and urgent demand for Internet marketing, it is difficult to effectively promote their own products due to the serious lack of Internet publicity and marketing knowledge of most operators Propaganda; secondly, the marketing awareness is weak. Some leisure agricultural places only stay on the introduction of acquaintances, government reception, consumption of their own village and team, and rarely carry out market propaganda, which is difficult to form a strong market influence.

3.2 Single Product Function

Shenyang's existing leisure agricultural venues provide a single product function, most of which only provide fishing, chess and card entertainment, picking, and tasting farm vegetables and other activities. Take recreational activities as an example. Each leisure and agricultural place provides entertainment activities such as mahjong, chess and cards, which is not very different from such places in cities. For the picking activities, there is no exception to the picking of common fruits or vegetables such as strawberries, cherries, grapes, etc. the process and experience provided by each picking garden is roughly the same. Most of these leisure agricultural places provide material consumption, but less consumption on the spiritual level. They are not combined with the local unique festival activities and farming work, and they do not form characteristics, which leads to the serious homogenization of services provided by various places. This kind of homogeneous service is difficult to attract tourists and make them return customers.

3.3 Imperfect Industrial Chain

Leisure agriculture has a strong industrial relevance, which can promote the development of industries such as agricultural and sideline products processing industry, handicraft production, tourism products and souvenir development, transportation and so on. However, at present, there is no overall development plan for leisure agriculture in Shenyang, the development mode is relatively simple, and the industrial chain is relatively short. Most of the tourist areas provide traditional projects to meet the basic entertainment needs of tourists, without forming a relatively complete industrial chain and industrial system; it is difficult to drive the development of related industries.

3.4 Insufficient Exploration of Brand Culture

In the process of developing leisure agriculture in Shenyang City, the excavation of regional culture and folk culture is not enough, the leisure agriculture is not well combined with the local unique folk custom tradition, most tourism products lack of cultural connotation, and it is difficult to form competitive advantages and create brand influence. In addition, most leisure agricultural tourism spots are mainly passive management, with insufficient publicity Lack of market development awareness.

4. Suggestions on Promoting the Upgrading and Innovation of Leisure Agriculture in Shenyang

4.1 Provide Diversified Information Channels for Consumers

Internet Marketing combines the advantages of brand marketing, network marketing and micro marketing, which can greatly improve the convenience of leisure agricultural marketing, design the leisure agricultural products with characteristics, and let consumers understand the leisure agricultural products through network media communication. On the one hand, according to the massive data of consumers' behavior, we can use big data to analyze and insight into consumers' preferences, make judgments on their future consumption, and form a marketing situation with clear decision-making and accurate marketing. On the other hand, it is an urgent problem to establish a large database of leisure agriculture and feed back the monitoring data to the government departments and leisure agricultural operators in real time. Therefore, establish the data standard format to ensure that the data format collected in each region is consistent and convenient for data analysis; break the barriers of data sharing so that the data collection in each region can be seamlessly

connected; improve the data storage technology to ensure that the massive leisure agricultural data collected in each region can be stored in the platform database in a timely manner; strengthen the data security technology processing, Ensure the security of data information storage, exchange and use.

4.2 Strengthen the depth and breadth of construction

Shenyang should focus on agricultural products processing industry, leisure agriculture and electric commerce, innovate and establish the whole industrial chain integration mechanism, improve the integration degree and integration degree of agriculture and secondary and tertiary industries, especially strengthen the intensive processing of agricultural products Integration with primary and tertiary industries; exploration and development of leisure agriculture e-commerce business, and active promotion of "Internet plus" tourism mode; promotion of the city's leisure agriculture and rural tourism industry with high integration of organic farm, Agricultural Expo Park, citizen's agricultural park and industry, culture, business, real estate, science popularization, education, diet and health care, and comprehensive upgrading of construction level and level The leisure agriculture industrial park can be built with unique art gallery, health hall, music hall, dating hall and other spaces to meet the spiritual needs of different types of consumers and realize the value of leisure agriculture based on consumer emotion. We should aim at the demand market of urban residents, strengthen the investigation and analysis, combine with local conditions, develop the leisure agricultural product system to meet the market demand according to local conditions, carry out park planning and design, and create characteristic management products. To sell not only production, but also ecology and life, and gradually realize the sales of wisdom, knowledge and products, which is not only the direction of cultural life demand of urban residents, but also the development direction of leisure agriculture and rural tourism.

4.3 Top level design overall plan

When developing leisure agriculture, we should give full play to the leading role of government departments in leisure agriculture. The government should demonstrate the feasibility of various types of leisure agriculture development models and strengthen the overall policy planning. First, the local government closely combined with the actual resources of local agriculture, tourism and other aspects, and vigorously learned from the beneficial experience of the areas where leisure agriculture has developed well, so as to formulate the local scientific development plan. On the basis of long-term planning, a medium-term and short-term development plan shall be formed according to the work arrangement; secondly, local governments shall issue policies covering leisure agriculture project preparation, fund raising, talent training and other policies to encourage the practical development of leisure agriculture; thirdly, relevant measures shall be formulated in respect of tax payment, loan and land use of leisure agriculture enterprises to guide the development of leisure agriculture Fourth, the government should strengthen the construction of agricultural infrastructure and constantly improve the overall quality of leisure agriculture in China. Fifthly, the top-level design should be led by the agriculture and culture and Tourism Management Department, which should make clear the characteristic direction, schedule and roadmap of Shenyang leisure agriculture and rural tourism industry construction, and link with the urban construction, finance, public security and fire protection departments in many ways, and comprehensively consider the development of Shenyang leisure agriculture and rural tourism industry from the top-level design. We should improve the rural tourism service system, strengthen the training of service personnel, and establish a reasonable salary system for the graduates, former students and professional volunteers of the current tourism major,

so as to stimulate their entrepreneurship.

4.4 Carry Forward Folk Culture and Tap Characteristic Resources

Further excavate folk culture, vigorously develop folk culture and leisure industry, such as folk intangible cultural heritage art experience shop, Folk Museum, folk commercial pedestrian street, etc., create engine projects, integrate scattered resources; actively develop folk culture performance industry, folk culture training, etc., to form the gathering effect of characteristic rural tourism resources. We will further improve the system of creating excellent rural tourism routes and theme brands, and foster a number of national brand rural tourism demonstration sites. In addition, the development of rural tourism in Shenyang should not be limited to one village, one town. It should be open and inclusive. In combination with the actual situation of the city's agriculture and the surrounding areas, such as Anshan Tanggang new town, Benxi shenben new town, Liaoyang Hedong new town, etc., they should interact in series to strive for a more favorable external environment for the development of agricultural industry in Shenyang. With the goal of improving quality and efficiency, we will continue to improve the level of industrial development. To solve the problems of the decentralization and upgrading of agritainment; to strengthen cooperation in the areas of information exchange, corridor sharing, and guest source interaction between neighboring agricultural areas to promote the common development of leisure and tourism economy; to upgrade the quality and grade of holiday communities, each district and county should build a theme rural complex with local cultural characteristics and industrial characteristics; to give full play to the advantages of nearby cities and the main products Potential, such as Xinmin City to strengthen and optimize the development of Xinglongbao tourist resort project.

Subject

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