

# Study on the Path of Integration Between Agriculture and Tourism Industry in the Context of Ecological Revitalization: Taking Tongshan County as an Example

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**Abstract.** The integration of the agricultural and tourism industries is of great significance to promoting economic restructuring, industrial transformation and upgrading, and helping to revitalize rural industries. The strategy of revitalizing the countryside has put forward further requirements for solving the problems of the “three rural areas”, and has also provided policy support for the integration of the tourism industry and agriculture. The article discusses the integration of tourism industry, market and agriculture through the analysis of the current development situation of Tongshan County, and further discusses the path of integrating tourism industry and agriculture in the context of rural revitalization.

**Keywords.** Agro-tourism, ecological revitalisation, industrial integration

## 1.Introduction

Ecological revitalization is one of the five major revitalizations of the rural revitalization strategy and is an important support for rural revitalization. Ecological livability is the key to the revitalization of the countryside. A good ecological environment is the greatest advantage and valuable asset of the countryside. We should adhere to the harmonious coexistence of man and nature, take the road of green development in the countryside, and make good ecology a support point for rural revitalization [1]. In rural revitalization, ecological protection and industrial development are inseparable, and the coupled development model of tourism industry and agriculture has become more popular in recent years and achieved remarkable results. To promote the improvement of the rural ecological environment, in recent years, China has actively promoted the zero-growth action of chemical fertilizers and pesticides, implemented breeding plus recycling and comprehensive utilization of agricultural waste, and gradually reduced the intensity of agricultural resource consumption. At the same time, relying on high-quality resources, localities are supplying green and organic agricultural products, providing farming culture experience, ecological livability and leisure and wellness tourism products, and the ecological industry is developing well [2]. As for the research on the integration of

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agriculture and tourism industries, foreign scholars have mostly focused on the following four aspects: integration influencing factors, integration models, integration roles and integration development countermeasures, while relatively little research has been conducted on the integration mechanisms and paths. Domestic scholars' research on the integration mechanism of agriculture and tourism industry is mostly based on the analysis of the integration mode and integration path, but less on the specific analysis of its mechanism. In the research on the integration mechanism of agriculture and tourism industry, Lin (2015) analysed the integration mechanism of agriculture and tourism from five aspects, including market demand, tourism resources and urban-rural integration [3]. In terms of research on the integration mode of agriculture and tourism industry, scholars generally select specific cases and analyze, summarize and conclude them from different perspectives. It is from the perspective of industrial integration that specific industrial integration development models are constructed. In this paper, we will take the combined development of cultural tourism and ecological agriculture in Tongshan County as an example and explore the path of realising the integration of the two industries.

## **2. Advantages and Status of Coupled Agricultural and Tourism Development in Tongshan County**

### *2.1. The Basis for Industrial Development in Tongshan Agriculture*

Located along the Yangtze River, Tongshan is blessed with abundant sunshine and water, and its partially mountainous geography offers great advantages for the growth of its crops. On the other hand, the local government has developed a basic policy for the efficient development of Tongshan's agriculture, planning a production programme that includes a market-oriented approach and a planting method that meets the basic requirements of the crop production cycle, providing people with more choices and thus being able to better promote the production of crops, increase sales and bring better profits to the region. At the same time, the local government has developed a strategic policy of parallel development of science and technology and agriculture, implementing a dual promotion mechanism of science and technology to drive development and agriculture to promote technology, which has a very important role to play in improving production and the superiority of the industry, thus increasing local income and making people more affluent.

### *2.2. The Advantages of Coupled Agri-Tourism Development*

Combined with the mountainous conditions of the towns and villages in Tongshan, the tea production base in Tongshan can be transformed and upgraded to build ecological tourism tea gardens, tea culture parks, tea industry holiday campsites, etc. Combined with the production industry of Tongshan's authentic medicinal herbs, it can be combined with tourism to create a medicinal food and beverage town, and vigorously develop floral herbal tourism, wild herbal cultural experience, and Chinese medicine health experience. The bamboo industry is one of Tongshan's special industries, so it is important to cultivate the bamboo culture tourism industry and cooperate with film and television bases and netroots marketing companies to build bamboo appreciation gardens and other "netroots" spots.

### *2.3. Rationale and Characteristics of Ecological Agriculture for Tourism Transformation*

The approach of eco-agriculture is to take the ecological environment as the basic guiding ideology and the ecological economic theory as the basic principle. By establishing a new model of agricultural production based on ecological development and ecological protection, it improves the shortcomings of the old model and carries out reform and innovation, thus forming a model that is suitable for the ecosystem theory [4]. It is an ecological model that takes the environment as its theme and highlights the relationship between the individual and the whole. It is an organic combination of individual production and overall market demand, thus greatly improving the ability to combine ecological agriculture and the market, and helping to improve the phenomena of oversupply, overcapacity and commodity hoarding in the previous production process. One of the most important requirements of the ecological transformation process is to adopt green production methods, effectively combining environmental protection with agricultural production and building a recyclable ecosystem [5]. This will improve ecological quality while increasing production efficiency across the board, thereby building a harmonious model of ecological agriculture. Inherent in ecological farming is the circular mechanism of ecological farming as the purpose, sustainable production as the production goal, to improve production levels as the objective, to achieve sustainable, rational and long-term use of our existing resources, to establish a stable and harmonious production model, so that man and nature can build a new mode of coexistence, to achieve long-term cooperation and win-win situation [6]. One of the aspects of the ecological model is that it is pollution-free, and reuse is the ideal state, that is, to achieve the 100% recycling required by green chemistry, so that resources are minimally lost in the conversion process [7]. The traditional agricultural model is about maximising the conversion of resources into products, while the new ecological agriculture is about maximising the conversion of resources into products while maximising the use of recycled resources and adjusting the relationship between production and conversion, thus achieving overall industrial optimisation.

## **3. The Need for Coupled Development of Agriculture and Tourism in Tongshan**

### *3.1. Increasing the Industrial Function of Agriculture and Tourism*

In terms of the development process of tourism and agriculture, tourism and agriculture present a complementary and mutually beneficial relationship [8]. On the one hand, the rise of tourism has brought a large amount of capital to Tongshan, providing rich financial security for the development of local agriculture, which is conducive to improving the comprehensive development of local agricultural resources, improving local growing conditions and expanding the depth of local agricultural resource development. On the other hand, the rise of ecological agriculture has also provided good natural resources for tourism. Both agriculture and tourism have a vital role to play in Tongshan. Only by combining them can eco-agriculture and tourism play a more favourable role than if they were developed independently. Firstly, agriculture and tourism have different functions, and their industrial functions are fundamentally different. However, when these two different areas are compared together, unexpected similar effects may emerge. The combination of the two can contribute to the

development of the local economy, improve the application of eco-tourism and eco-agriculture in Tongshan, enhance the competitiveness of Tongshan in eco-tourism and eco-agriculture, and contribute to the creation of a “whole area tourism”.

### *3.2. Reconciling the Contradictions between the Two Major Industries and the Environment*

The rapid development of agriculture and tourism will, to a certain extent, contribute to the rapid development of the Tongshan economy. On the one hand, there is bound to be some conflict between the rapid development of the economy and the environment, and on the other hand the ecological environment will, to some extent, constrain the development of agriculture and tourism [9]. Therefore, co-ordinating the relationship between agriculture and the environment is a top priority for economic development. Only by protecting the ecological environment can we promote the development of ecotourism and ecological agriculture. Therefore, the establishment of ecological reserves based on environmental protection can effectively combine the two. Today, the construction of rural tourism agriculture also provides a favourable and efficient shortcut to solving these problems.

## **4. A Tourism Development Model Suitable for the Reality of Tongshan**

### *4.1. Manor Farming Model*

Tongshan has developed its new agricultural industry on the basis of its unique agricultural industry. These agricultural products meet the needs of the local people and bring in a large amount of economic income each year, and villages with special characteristics have gradually developed into tourist villages. They provide accommodation for tourists, food and drink, picking and other aspects of life and pleasure. The advantage of this model is that it protects the resources and the environment, while at the same time developing the environment in a rational way [10]. This model of tourism also generates significant local income.

### *4.2. Leisure and Tourism-Based Integrated Agricultural Development Model*

The main purpose of these farms is to provide a place for tourists to relax and spend their holidays. In addition, the local herbal bases in Tongshan can be adapted to the local situation, teaching people basic cultural knowledge so that they can better communicate with tourists, improving local services and raising the cultural level of the local people, ensuring the inheritance of excellent local culture and at the same time accepting foreign culture, so that various cultures can collide with each other and produce different effects. It is also a great way to inject fresh blood into the local eco-tourism. The project is a powerful way to create a cultural tourism base with local characteristics, which will bring a good income to Tongshan while safeguarding the environment.

## 5. Summary

The model of coupled development of agriculture and tourism in Tongshan is not only to rely on policy support, but also to change the concept of coupled development of traditional agriculture and tourism, to do a good job of planning for the differentiation, diversification, industrialisation, standardisation and international development of agricultural tourism in Tongshan. Combined the geographical characteristics of Tongshan and seasonal factors affecting passenger flow, the integration and coordination between agriculture and tourism should be continuously improved, thus pulling Tongshan Tourism economic growth. Today, tourism and agriculture are unevenly distributed in Tongshan County, and tourism is not well developed in many places due to the lack of publicity, thus affecting the speed of coupled development of agriculture and tourism. More efforts should be made to publicise the tourism industry and improve transportation.

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