

Sustainable Development Path of Agriculture, Culture and Tourism Industry Under the Background of Rural Revitalization Strategy—Taking Jiangxi Province as an Example

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Abstract. Realizing the sustainable development of agriculture, culture and tourism industry is an important part of promoting comprehensive rural revitalization of China. Based on the investigation of Jiangxi Province, this paper analyzes the development status of agricultural, cultural and tourism industry and the main difficulties of sustainable development. It is considered that China has initially established an attractive and competitive agricultural, cultural and tourism industry system. However, the lack of characteristic development, insufficient industrial integration and brand marketing system have become the main shortcomings restricting the sustainable development of agriculture, culture and tourism industry. Facing the normalization of COVID-19 and huge market potential, the industry needs to closely follow the development goal of rural comprehensive revitalization, and take “specialization”, “integration” and “digitalization” as the path to truly achieve sustainable and rapid development.

Keywords. Agriculture, culture and tourism industry, sustainable development, rural revitalization strategy

1. Introduction

With the continuous advancement of Rural Revitalization Strategy, agricultural, cultural and tourism industry had played a significant role in promoting the coordinated development of rural related industries, fully absorbing the employment of local surplus labor, promoting rural ecological environment governance and building a well-off society in an all-round way, and also became an important way for rural development, agricultural transformation and farmers' income increase in China. Under the background of comprehensively promoting the rural revitalization strategy and the continuous spread the continuous spread of COVID-19, realizing the sustainable development of the industry has become the main line of future industrial development and one of the important directions of rural revitalization. The sustainable development

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of agricultural, cultural and tourism industry means that the development of agricultural, cultural and tourism resources should be coordinated with protection, the development speed should be coordinated with the development quality, and the development scale should be matched with the natural carrying capacity, so as to realize the virtuous circle of “economic benefits-environmental benefits-social benefits”, which is also the ultimate goal of rural revitalization strategy.

Currently, research on sustainable development of culture and tourism industry at home and abroad mainly focuses on three aspects. The first aspect is connotation and value, which thinks that the sustainable development of cultural tourism industry is to meet the needs of contemporary economic development and tourism development on the basis of ensuring that resources could meet supply for future generations [1]. The second aspect is model research, which puts forward that the sustainable development model is formed by refining three stages of consciousness, process and action [2]. The third aspect is the evaluation indicators, which emphasizes that the sustainable development of cultural tourism needs to introduce community indicators, and the evaluation needs to include four factors: economy, society, environment and resources [3, 4]. Generally, the current research on the sustainable development of agricultural, cultural and tourism industry mainly focuses on the cultural and tourism industry, the research on the integration of three industries are quite limited, especially in that of sustainable development path. Based on this, this paper takes Jiangxi Province, a province with large agricultural and cultural tourism resources, as the research object, and takes the field survey data conducted in October 2021 as the support, analyzes the development status and main difficulties of the industry, and puts forward the path of sustainable development of agricultural and cultural tourism industry in China.

2. The Development Status of Agriculture, Culture and Tourism Industry in Jiangxi Province

With the strong support of policies and funds, the scale of agricultural, cultural and tourism industry of Jiangxi Province has been growing, and an attractive and competitive agricultural, cultural and tourism industry system has been initially constructed, and new formats and models are constantly emerging, agricultural.

2.1. The Scale of Industry Continues to Grow and the Quality Gradually Improves

First of all, the scale of agricultural, cultural and tourism industry in Jiangxi continues to grow and presents a spatial pattern from point to area and beaded into a chain, which has constructed five rural tourism gathering areas. The overall development trend of the industry gradually takes shape, and basically realizes the transformation from “supporting role” to “leading role” and from “sporadic distribution” to “global development”. According to the analysis of field investigation results, about 12% of farmers and about 35.7% of new agricultural business entities have carried out production and business activities related to agricultural, cultural and tourism industries such as home stay, picking and sightseeing.

Secondly, the comprehensive benefits of agriculture, culture and tourism industry have become increasingly prominent. According to statistics, between 2009 and 2019, the total number of leisure agricultural enterprises above designated size in the province increased from 105 to 5,000; The number of employees in leisure agriculture

has increased from more than 50,000 to more than 1.1 million, an increase of 21 times; 269 traditional villages have attracted 21.19 million tourists through various utilization modes. At the same time, Remarkable results have been achieved in high-quality industrial development. Jiangxi Province has 16 national leisure agriculture and rural tourism demonstration counties, 73 beautiful leisure villages in China, 89 national leisure agriculture and rural tourism star-rated demonstration enterprises (parks), and 23 provincial 5A-level rural tourist spots.

2.2. New Formats and Models Are Becoming Increasingly Diversified

Firstly, the types of related formats of agricultural, cultural and tourism have been continuously enriched. The products and services of agricultural and cultural tourism are gradually diversified, high-quality and high-end oriented, and products such as home stays, folk villages, pastoral farms, agricultural science and technology parks are emerging one after another. According to the statistics of field survey data, currently, the agricultural and cultural tourism business activities carried out by new agricultural business entities cover various types such as tourism, popular science agriculture, exhibition agriculture, cultural and creative agriculture. Among them, tourism agriculture, popular science agriculture and home stay accounted for the highest proportion, accounting for 27.3%, 16.4% and 16.4% respectively.

At the same time, it has initially formed a development model represented by leisure and vacation around the city, relying on scenic spots, traditional ancient villages, folk culture and creativity. Taking traditional ancient village tourism as an example, Jiangxi Province insists on paying equal attention to the protection and inheritance of traditional villages, actively explores and innovates the protection and development mode, pays equal attention to government guidance and public participation, activates and utilizes ancient buildings in ancient villages, and cultivates a new mode of “traditional villages + agricultural sightseeing + cultural experience + landscape”.

2.3. The Agricultural, Cultural and Tourism Industries Were Initially Integrated, and the Industrial Transformation and Upgrading Accelerated

Jiangxi Province adopts the developing way of “point, line and area” to promote the deep integration of rural cultural tourism industry with agriculture, sports, health, industry and other industries, and focuses on creating a green ecological, agricultural and sightseeing rural tourism system, which has initially realized “promoting tourism by agriculture and enriching farmers by tourism”, and formed a great influence inside and outside the province, such as “rural tourism + urban leisure” in Wanli District of Nanchang City, Pingxiang Luxi County “rural tourism + youth maker base”, Xinyu Changfang Resort “rural tourism + integration of three industries”, Shangrao Yugan County “rural tourism + beautiful rural construction”, Ji’an Wan’an Tianbei peasant painting village “rural tourism + artistic creation”. At the same time, it also pays attention to the integration of business entities, which supported farmers and village collectives to cooperate with enterprises by means of land and housing leasing and shareholding so as to form a mutually beneficial and win-win linkage mechanism of benefit sharing and risk sharing.

3. The Main Shortcomings of Industrial Sustainable Development

3.1. The Development of Agricultural, Cultural and Tourism Industry Lacks the Distinctive Features of “Jiangxi”

Characteristic development is the core driving force for the sustainable development the industry. Compared with other developed provinces in China, such as Guangdong, Anhui and Zhejiang, the development history of the industry in Jiangxi Province is relatively short which made it lack of high starting point planning and high-level promotion. In particular, the top-level design for the industry with Jiangxi characteristics combined with regional agricultural resources, geographical characteristics and cultural characteristics are relatively lack. As a result, there are some problems in the construction of leisure agriculture, rural tourism and rural cultural creation, such as similar content and duplication of construction planning mode. Meanwhile, the products supplied by most farmers are still based on simple home stay, leisure accommodation and fruit or vegetable picking. The content and form are relatively simple and homogenized. In terms of the analysis of field survey data, the current related business activities of farmers in Jiangxi Province are mainly based on catering and fruit and vegetable picking, accounting for 61% and 52%.

3.2. Insufficient Integration of Agricultural, Cultural and Tourism Industry

The deep integration of agriculture, culture and tourism industry is the main way of sustainable development of industry [5]. Currently, the industry in Jiangxi Province still takes family management as its main business model. Most farmers, family farms, agricultural cooperatives and enterprises have less cooperation with each other and are relatively diversifying operations, which leads enterprises fail to give full play to their advantages and form industrial agglomeration effect. Secondly, the industry chain is short and lack of integration with emerging industries such as smart agriculture, innovative agriculture and home stay health care. Meanwhile, the industrial development is still dominated by “agriculture”, and there is a “tidal” phenomenon in the integration of agriculture and tourism, that is, tourists enter excessively in a short time and mainly focus on sightseeing, which fails to realize the integration development of interaction and mutual promotion among agriculture, culture and tourism industries, and creates limited economic and social values.

3.3. The Brand Marketing System Has Not Been Established

The establishment of brand marketing system of agricultural and cultural tourism is the external attraction of sustainable development of agricultural and cultural tourism industry. At present, the number of well-known leisure agriculture, rural tourism and other destinations in Jiangxi are still less. Most of the farmers who carry out the business activities are in low level of culture, which leads to their weak awareness of brand establishment in development and operation. Secondly, the brand marketing is insufficient. Facing the huge industrial market, the brand marketing promotion are still inadequate, and the ability to promote the revitalization of agricultural and cultural tourism industry is limited. At the same time, brand marketing means are relatively simple. In the survey, most farmers who operate agricultural and cultural tourism still rely on the oral propaganda of tourists or the distribution of business cards, and few

business entities carry out brand marketing with the new media platforms such as WeChat, Weibo, TikTok, DianPing, etc.

4. The Path of Sustainable Development of Agricultural, Cultural and Tourism Industry under the Background of Rural Revitalization

China's economy has entered a high-quality development stage from a high-speed development stage, and residents' demand for a better life has gradually increased as well as the consumption focus has shifted towards quality, experience and individuation. Under the background of normalization of COVID-19, the short-distance travel, tour around and upstream line have become popular trends, and rural cultural tourism has become the main battlefield of cultural tourism market. Oriented with huge market potential, the agricultural, cultural and tourism industry needs to closely follow the development goal of rural comprehensive revitalization, take "specialization", "integration" and "digitalization" as the development path, break through the bottleneck of development in order to truly achieve sustainable and rapid development.

4.1. Take the Road of Characteristic Development

The development root of agricultural, cultural and tourism industry is due to the fact that regional rural production and lifestyle can provide tourists from cities and other regions with different and characteristic experiences from their daily production and life, and then meet the multi-level spiritual and cultural needs of tourists from sightseeing, relaxation, nostalgia and self-identity construction. Therefore, the lifeblood of long-term sustainable development of agricultural, cultural and tourism industry is to take characteristic development as the basic path.

Based on this, in the process of developing and designing agricultural and cultural tourism products, it is necessary to consider the regional characteristics, resource endowments [6]. The rural cultural tourism products should have regional and cultural characteristics, such as agricultural sightseeing, leisure vacation, health recuperation, hot spring health preservation, folk performing arts, farming festivals, cultural heritage and intangible cultural heritage. Furthermore, the industry development should also the carry forward the essence of local culture, deeply integrate cultural connotation with resource development, and continuously launch rural characteristic brands with market competitiveness in order to build agricultural and cultural tourism destinations with local characteristics. Only through this characteristic development, people's tourism experience and the sustainable development of the industry can truly be enhanced and promoted.

4.2. Take the Road of Deep Integration of Agriculture, Culture and Tourism

Taking the road of deep integration of agriculture, culture and tourism is the general trend of sustainable development of agriculture, culture and tourism industry. The real integration of agriculture, culture and tourism is not a simple addition, but a deep excavation of the deep value of the countryside based on the development of agriculture and rural areas, with tourism as the carrier and local culture as the soul.

At present, the integration and development of China's agricultural, cultural and

tourism industry is in the primary stage, which means the industry development still remains resources-oriented and highly dependent on the original ecological culture and environmental resources in rural areas. Once these resources are destroyed or influenced by season, the development of agricultural, cultural and tourism industry will stagnate [7]. In view of the weak degree of industrial integration and short chain, the organic combination of rural pastoral scenery, farming civilization and natural landscape should be vigorously promoted, the development model of “agriculture + cultural creation + tourism” should be built so that the agriculture, culture and tourism could be transformed in an all-round, multi-angle and whole chain, the multiple functions of agriculture could be stimulated to enrich and extend the cultural and tourism industry chain [8], and the interaction between villages and towns, and the integration of pastoral scenery and folk culture could be integrated in a wider scope and a higher level.

4.3. Take the Road of Industry Digital Transformation

Digital transformation of agriculture, culture and tourism industry refers to the application of digital technologies such as 5G, artificial intelligence and block chain to all aspects of the industry to realize the digitalization of resource collection, transmission, storage, processing, feedback and other links and break through the digital barriers among various subjects so as to promote the deep cross-integration of agricultural, cultural and tourism industries, and finally realize the construction of sustainable development system of the industry in the digital economy era [9].

At the level of business entities, all kinds of traditional cultural resources and tourism resources in rural areas could be brought to live with the help of digital technology, new resources for rural cultural tourism industry could be constantly created, and new formats of integration of agriculture, culture and tourism, new ecology of digital cultural tourism [10]. Furthermore, through making full use of the outstanding advantages of digital technology in media communication and using big data to sort out and analyze tourist preferences, hot spots of tourism consumption and the information of tourists' tourism psychology and behavior, it could provide tourists with more personalized tourism products and solutions, realize the accurate marketing of rural cultural tourism, and enhance the natural flow of industry in the accurate matching of demand and supply. At the regulatory level, through introducing digital management means and building a digital governance platform, the people, houses, enterprises and other elements in rural space could be digital processing, systematic integration and visual presentation, which will be able to realize the fine investigation and scientific planning of rural cultural tourism resources and fully release the rural production potential, create a closed loop of service experience before.

5. Conclusion

China has initially built an attractive and competitive agricultural, cultural and tourism industry system. The scale of the industry continues to grow, new formats and models continue to emerge, the initial integration of agricultural, cultural and tourism, and the level of management services have steadily improved. The lack of integration and the unestablished brand marketing system have become the main shortcomings restricting the sustainable development of the agricultural, cultural and tourism industry. Based on

this, in the face of the normalization of COVID-19 and the huge market potential, the agricultural, cultural and tourism industry needs to take “characteristic”, “integration” and “digitalization” as the development path to truly achieve sustainable and rapid development.

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