

# **Discussion on the design of characteristic agricultural leisure and health tourism complex**

**Yang Chunli**

College of Economics and Management, Leshan Normal University, Leshan, Sichuan 614000, China

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**Abstract:** With the continuous development of agricultural tourism in China, there are more and more agricultural leisure and health tourism industries. So in this process, the characteristic agricultural leisure health tourism complex is facing some problems in the design process, which can not meet the current aesthetic needs of people. The characteristic agricultural leisure health tourism complex itself belongs to the scope of agricultural tourism. It is based on special agriculture and uses agricultural resources reasonably to provide people with a place to experience the life and leisure mode of the farmer. This paper first explains the concept of the characteristic agricultural leisure health tourism complex, then explains the function of the characteristic agricultural leisure health tourism complex, and finally explains the design research of the characteristic agricultural leisure health tourism complex.

## **1. Introduction**

As a big agricultural country, China has promoted rural economic development and increased farmers' income has become an important concern of the current country. Then, it is possible to carry out a characteristic agricultural leisure health tourism complex in the development process and develop modern agriculture. This method of combining agriculture and tourism can relax people and be welcomed by people. In the continuous development of China's tourism industry, agricultural leisure and health tourism began to appear in people's vision, and gradually become the first choice of urban residents. The research on its characteristic agricultural leisure and health tourism complex is of great significance to the development of our society and economy.

## **2. The basic content of characteristic agricultural leisure and health tourism complex**

Characteristic agricultural leisure and health tourism complex is in the pursuit of more quality of life today, not just at present, but to pursue a more natural environment. Therefore, based on agriculture such as planting industry, rational use of agricultural resources to provide corresponding services for urban people has become the development concept of featured agricultural leisure and health tourism complex [1]. In this process, it is divided into different types, namely, leisure agriculture viewing, tasting, shopping, recuperation and so on. Leisure agriculture ornamental type refers to the beautiful agricultural environment, allowing tourists to truly enter the nature, feel the environment, and better meet their sensory needs. Agricultural tasting refers to the lifestyle of rural leisure tourism, which includes rural characteristics, in order to meet the food needs of tourists.

## **3. The function of characteristic agricultural leisure health tourism complex**

### **3.1. Economic function**

In the process of development of traditional agriculture, planters no longer meet the economic income brought by crops, and under the characteristic agricultural leisure health tourism complex, they can provide a large amount of agricultural products for tourists based on agriculture. Traditional agriculture can not only meet people's material needs, but also improve the economic needs of growers, transform traditional agriculture, give full play to its own value, and transform it into economic resources. Traditional agriculture can further improve economic benefits, innovate

the industrial structure of agriculture and tourism, and meet the current economic benefits of people [2].

### **3.2. Ecological function**

With the continuous development of the city, the environment has been seriously damaged, the city is lack of fresh air, and the emergence of special agricultural leisure and health tourism complex just meets the needs of the city people, and can provide people with high-quality ecological environment. Moreover, the characteristic agricultural leisure health tourism complex can improve the environment, maintain the ecological balance, create a good living space for people, and make great contributions to the protection of the ecological environment. Moreover, under the characteristic agricultural leisure health tourism complex, it can provide organic agriculture, reduce the use of chemical fertilizers and pesticides, better regulate the climate and protect the environment.

### **3.3. Travel and leisure function**

With the increasing population of the city, the traffic pressure is getting bigger and bigger, people living in such an environment for a long time, they will urgently want to travel and leave the noisy city [3]. The establishment of a special agricultural leisure health tourism complex can provide a good rural environment for people to experience the rural culture. The comprehensive physical fitness of characteristic agricultural leisure and health tourism provides people with a natural and leisure ecological place, enriches people's spiritual world and improves people's quality of life.

### **3.4. Educational and cultural functions**

People who live in cities for a long time, because they can't see agriculture in their daily life, so they don't know about agriculture. Then through contacting the characteristic agricultural leisure and health tourism complex, we can feel the agricultural production environment, experience the agricultural work process, learn the agricultural culture and so on [4]. Let people have a good understanding of agriculture, understand agriculture, raise awareness of agriculture, actively participate in it, can better promote the development of agriculture, and can also bring people closer to each other in the process of farming. Improve people's feelings.

### **3.5. Social function**

The establishment of a characteristic agricultural leisure health tourism complex can regulate agricultural development and transform it into a comprehensive direction. The establishment of a special agricultural leisure health tourism complex can not only promote the development of agriculture, but also promote the development of tertiary industries such as tourism and leisure, which has certain significance for the countryside [5]. Characteristic agricultural leisure and health tourism complex can attract more people to participate because of its characteristics. Characteristic agricultural leisure and health tourism complex can close the communication between urban and rural areas, make it better integrated, promote the development of rural agriculture, innovate the concept of farmers' development, and truly achieve the goal of coordinated development of urban and rural areas.

## **4. Development background of characteristic agricultural leisure and health tourism complex**

### **4.1. Continuous development of city scale**

With the continuous increase of China's industrialization scale and urbanization level, people's economic level will be improved in this process, so the consumption expenditure will also increase, which will provide the basis for the development of tourism and leisure tertiary industry [6]. In addition, in the process of continuous urban development, the population is increasing, the green space is decreasing in the process, and people are more yearning for the natural rural life. Then the design of the characteristic agricultural leisure health tourism complex will cater to the demand.

## **4.2. Diversified tourism consumer demand**

With the continuous development of leisure sightseeing, people's tourism needs began to develop from simple sightseeing to experience leisure, and the characteristic agricultural leisure health tourism has been more and more popular. The current people are no longer satisfied with the simple eating of farmhouse meals, but the development of diversification and personalization. As a new development mode, the characteristic agricultural leisure and health tourism complex. Can meet people's diverse needs.

## **4.3. Development trend of optimizing agricultural industrial structure**

In recent years, China's agricultural development is changing. The management and production of agriculture no longer rely on manpower, but more use of professional machinery, large-scale production. Farmers use more and more machinery, resulting in surplus labor force in rural areas, which leads to changes in the industrial structure of rural areas, so the current important task is to optimize the industrial structure of rural areas [7]. This requires agricultural institutions to start from the overall structure, actively and effectively transform the rural labor force, promote the effective transformation of agricultural products, and expand the scale of agricultural production. Characteristic agricultural leisure health tourism can promote agricultural development, give play to the value of rural labor, ensure the economic benefits of rural farmers, and improve the living standards of farmers.

## **4.4. Infrastructure construction**

For the characteristic agricultural leisure health tourism complex, the primary task is to improve the rural infrastructure, which can ensure a better construction of the characteristic agricultural leisure health tourism complex. With the continuous support for rural areas and the promulgation of corresponding preferential policies, the rural landscape is constantly changing, and the social connection is more closely, which to a certain extent ensures the accessibility of agricultural tourism and meets the consumption demand of agricultural tourism industry [8].

# **5. Research on the design of the tourism complex of characteristic agricultural leisure and health preservation**

## **5.1. The definition of landscape resource design of characteristic agricultural leisure and health tourism complex**

Characteristic agricultural leisure and health tourism complex landscape resources refer to the tourism resources that can be used in agricultural tourism in rural areas. The composition of rural landscape resources includes many aspects, geography, agriculture and so on. Not only rely on natural resources, but also the intangible landscape of rural culture and knowledge. The landscape design of the characteristic agricultural leisure health tourism complex can further highlight the characteristics of the characteristic agricultural leisure health tourism complex. The establishment of corresponding agricultural brands can also make the characteristic agricultural leisure health tourism complex more tourism value.

## **5.2. Composition of Landscape Resources of Characteristic Agriculture Leisure Health Tourism Complex**

### **5.2.1. Natural environment resources**

This refers to the combination of natural elements such as plants, creatures, and landforms that people can see. On this basis, people build a comprehensive agricultural leisure health tourism complex. No matter in structure or meaning, the special agricultural leisure and health preservation tourism complex can not give full play to the role of the natural environment without the participation of the natural environment. There are different functions in all aspects of the natural environment. Such a natural landscape has certain non replicability for the design of the featured agricultural leisure and health tourism complex [9].

### **5.2.2. Material landscape resources**

This part refers to the objects that tourists can really feel in the process of tourism, including static landscape and dynamic landscape. Static refers to rural farmland, production tools and other elements. The dynamic landscape refers to the composition of living elements, such as agricultural production and agricultural activities, which provide more powerful help for the development of the agricultural tourism industry, and also an indispensable element for the development of the characteristic agricultural leisure health tourism complex.

### **5.2.3. Intangible landscape resources**

In the process of designing a special agricultural leisure health tourism complex, there are some non-material components that cannot be directly perceived by people, such as people's ideology, character, habits, etc., which are not directly observable by people. However, it is the core concept of the design of the special agricultural leisure and health tourism complex. Only when its intangible landscape resources are truly integrated into it, can the cultural value of the special agricultural leisure and health tourism complex be reflected and resonate with tourists.

## **5.3. Principles of landscape design of characteristic agricultural leisure and health tourism complex**

### **1) Diversity principle**

In the process of designing the special agricultural leisure and health tourism complex, we must pay attention to the attraction of tourists, so as to stimulate the interest of tourists. In the design process, we should ensure that the agricultural landscape has many functions, such as participation, appreciation, leisure and so on. Agricultural products, science and technology, and culture can all be used as resources for landscape design, and they will be developed in depth, so that they can greatly enrich the content of special agricultural leisure and health tourism.

### **2) Adhere to the principle of core resources**

The content of the core resources is to design a characteristic agricultural leisure health tourism complex, to be able to form a selling point, attractive conditions for the characteristics of the agricultural leisure health tourism complex landscape resources throughout the process, you need to understand the characteristics of agriculture. The actual situation of the leisure health tourism complex. Based on the characteristics of agricultural leisure and health tourism complex, the core resources of characteristic agricultural industry are developed, and the characteristics of agricultural tourism are studied in depth.

### **3) Adhere to the principle of highlighting the theme**

The design of characteristic agricultural leisure and health tourism complex needs to define the direction of tourism development. In the design of characteristic agricultural leisure and health tourism complex, we need to ensure the right direction, highlight the important characteristics, truly establish the brand of tourism complex, and make it become a characteristic agricultural leisure and health tourism complex.

## **6. Conclusion**

In a word, the integrated development of agriculture and tourism industry is always in a dynamic process. Agricultural tourism develops with the help of characteristic agriculture. The two industries integrate and develop together. As far as the current situation is concerned, the construction of characteristic agricultural leisure and health tourism complex in China has changed a lot, but the importance of landscape design for the construction of characteristic agricultural leisure and health tourism complex has not been realized in the design process. If the landscape resources and the characteristic agricultural tourism development are effectively integrated, the construction of landscapes with characteristics and humanities has become the future design direction of the characteristic agricultural leisure health tourism complex. With the diversified development of agricultural tourism, people pay more and more attention to the quality of agricultural tourism,

which requires in-depth study of the design of its characteristic agricultural leisure health tourism complex, which better meets people's tourism needs.

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