

# **Analysis of China's Leisure Agriculture and Rural Tourism Development under the Supply-side Reform**

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**Abstract:** Leisure agriculture is the product of the integration of the first, second and third industries in rural areas of China. Now it has developed into a brand new industry. The fast-developing leisure agriculture industry has promoted the substantial increase of farmers' income. Since China began to vigorously promote the supply-side reform in 2016, the comprehensive reform has not adapted to the traditional agricultural operation mode of the current era, and the development of agriculture in the direction of leisure and industrialization has become the trend of the times. China has a very rich geographical and tourism resources, and has a good advantage in implementing supply-side reform to promote the transformation and upgrading of leisure agriculture. This paper discusses the relationship between supply-side reform and leisure agriculture, analyzes the urgency of promoting the transformation and upgrading of leisure agriculture under the supply-side reform, and puts forward the implementation strategy of implementing the transformation and upgrading of leisure agriculture under the supply-side reform.

## **1. Introduction**

Leisure agriculture is one of the new emerging industries in recent years. In recent years, it has been greatly developed in China, and its development potential is very large. Since 2016, the No. 1 Document of the Central Committee for two consecutive years has emphasized the development of leisure agriculture and the development of rural tourism, which has pointed out the direction for the further development of China's leisure agriculture, and promoted the specific methods of promoting the transformation and upgrading of leisure agriculture in various parts of China. We will make full use of the unique advantages of large concentration of various material and non-material resources in rural areas, promote the combination of agricultural industries with tourism, ecology and other factors, and realize the deep integration of agricultural industries and various industries such as tourism, health, education and culture. In 2017, the No. 1 Document of the Central Committee clearly stated that it should actively promote the supply-side reform of the agricultural industry. This requires that the leisure agricultural industry should be closely integrated with the reform of the agricultural supply side, and it is committed to promoting reform and innovation, thus realizing the leisure agriculture industry in China. Healthy and stable development.

## **2. Relationship between supply-side reform and leisure agriculture**

The main content of the supply-side reform is the supply side plus structural plus reform, mainly referring to the use of reforms to promote structural adjustment, thereby reducing supply at lower levels and improving supply at the middle and high levels. Change the supply structure so that it can better adapt to the actual needs of the market, improve production efficiency, and promote the comprehensive and coordinated development of China's economy and society. According to a statistic, experts predict that China's economic growth is likely to reach a few percent in the next five years. Whether it is pessimistic or optimistic, the estimated difference is about five percentage points. This requires upgrading through the transformation of the industry in order to stabilize the growth rate [1]. In the innovation of China's rural tourism industry, we must pay attention to the research and development of tourism enterprises and scientific and technological innovation work. Only in this way can we ensure that the rural tourism industry does not have the problem of

overcapacity in the operation and ensure that the industry can be optimized and upgraded. In view of the need to solve the "three rural issues" in China, the vast rural areas need to actively develop the tertiary industry, and use supply-side reform to vigorously promote the improvement and upgrading of leisure agriculture and rural tourism.

Supply-side reform policies can be divided into macro and micro categories. For the former, its role is to ensure that the economy can achieve steady development, while the latter can promote the optimal allocation of various resources in China, improve production efficiency, and achieve continuous advancement in science and technology. From this perspective, micro policies can directly play an active role in promoting local economic development. However, in the event of a worldwide economic crisis, the supply policy at the micro level is still difficult to effectively compensate for the negative consequences of the overall economic recession. This requires a more stable macro policy. In view of the development of the socialist market economy with Chinese characteristics in the new era, the supply-side reform can effectively improve China's productivity, improve the allocation of resources, and promote the sustainable development of modern science and technology [2]. In order to properly cope with the development of the supply side, we must accelerate the transformation of the economic development mode and promote the continuous upgrading of the industrial structure. China's rural population and territory are quite large, so actively promoting the development of the vast rural economy has become a full guarantee for the harmonious development of the economy and society. It can be said that only by introducing supply-side reforms can we create a better environment for the sustainable development of China's economy. At present, supply-side reforms are increasingly being watched by more people, and they have a very crucial value for the transformation and upgrading of China's leisure agriculture industry. Under this circumstance, the government departments should fully satisfy the passengers' needs for natural scenery and leisure life, and actively build a new development platform for leisure + agriculture + ecology + tourism. In this way, both leisure agriculture and rural tourism can be strongly supported by policies, thereby promoting the further development of the rural tourism industry, promoting the structural upgrading of the rural leisure agriculture industry, and thus playing a more important role in the development of the rural economy.

### **3. Supply side reform promotes the urgency of transformation and upgrading of leisure agriculture**

First, the development of leisure agriculture based on supply-side reform is an important way to increase the income of farmers. The development of leisure agriculture and rural tourism can effectively meet the urgent needs of urban and rural residents for leisure tourism, transform ordinary farmhouses into a good place for urban and rural residents to entertain and relax, and turn vast fields into green ecological scenic spots for tourists. The way to increase the income of the peasants. At the same time, the industrial chain of leisure agriculture should be actively extended to provide more jobs and better ensure that farmers have more income. Actively promoting the development of leisure agriculture, for the vast number of underdeveloped regions, it is an important channel to fully realize poverty alleviation and achieve universal enrichment. Poor areas usually have better ecology, and the number of original agricultural products is large, and there may be some cultural elements that love traditional culture and adhere to the true nature of the country. Therefore, actively promoting the development of leisure agriculture will generate industrial support, which will inevitably enable local people to achieve poverty alleviation and prosperity [3].

Second, the development of leisure agriculture industry is an important way to promote the reform of agricultural supply side and realize the innovation and development of the three major rural industries. Today, China's leisure agriculture also has new problems of insufficient effective supply. For example, the medium and high-end entertainment needs of the residents should be fully satisfied in various aspects such as the type of agricultural products, cultural value connotation, site service, and health and safety. The function of some business entities is quite simple. Under the supply-side reform, structural optimization must be implemented and the industrial chain should be extended vigorously so that tourists not only will come, but also increase their leisure consumption

time as much as possible. Tourism and tourism, experience, catering, vacation, etc. should be linked to create a quality product with a more ecological, more experienced and culturally rich taste. At the same time, we should actively improve public services and promote the balanced development of leisure agriculture towards a high level of supply and demand. In the process of developing leisure agriculture, it is not only necessary to simply link agricultural production, sightseeing experience and product processing, but also to continue to expand the actual development space in rural areas.

Third, it is necessary to accurately understand that leisure agriculture and rural tourism are the main platforms for promoting the entrepreneurial innovation of migrant workers and returning college students. Entrepreneurial innovation can be said to be a new type of kinetic energy after the current economic and social opening. Leisure agriculture has the characteristics of no pollution, small investment, market demand for employment and high overall income. Whether it is farmers or university graduates, or returning migrant workers can participate in it, it is the most experienced entrepreneurs. Good stage. Due to the improvement of living conditions of modern people, today's people are in great need of experience such as leisure and ecology. Once the surrounding leisure tourism products can be found in the city, there must be a market. At the same time, with the development and popularization of mobile network technology, it has opened up new avenues for the propaganda and fundraising of entrepreneurs, and the construction of modern agricultural infrastructure has also given great help to entrepreneurs.

#### **4. Implementing strategies for the transformation and upgrading of leisure agriculture under the supply-side reform**

From the experience of leisure agriculture development in the United States, Germany, Japan and other countries in Taiwan, we can find that public policies have a strong guiding function. As long as they play well, they can become an important part of local implementation of supply-side reform and development of leisure agriculture. Guarantee. In the development of leisure agriculture, we should give full play to the leading role of government departments in leisure agriculture. The government implements feasibility studies on various types of leisure agriculture development models and strengthens overall policy planning. First, the local government closely combines the resources of local agriculture and tourism, and draws on the useful experience of areas where leisure agriculture is developing well, so as to develop a local scientific development plan. On the basis of formulating long-term plans, and formulating medium-term and short-term development plans based on work arrangements; second, local governments should introduce various policies covering the preparation of leisure agriculture projects, fund raising, and personnel training to encourage the development of leisure agriculture; We will formulate corresponding measures in taxation, loans and land use of leisure agricultural enterprises to guide more enterprises and individuals to enter the industry. Fourth, government departments should strengthen the establishment of agricultural infrastructure and continuously improve the overall leisure agriculture in China [4].

At present, China's leisure agricultural products mainly stay on primary products, and it is difficult to meet the diversified needs of tourists due to sightseeing and picking. To this end, we must continue to strengthen market research, based on the needs of modern people, and continue to enrich the types of leisure agricultural products, such as the establishment of agricultural science knowledge contest, field survival, cooking competition, rural collective wedding and other unique innovative projects. . Of course, it can also cooperate with organizations such as travel companies, walking enthusiasts associations, photographer associations, etc., to launch different lines for different customer groups, and to effectively enhance the interest and participation of leisure agriculture activities. On this basis, it is necessary to fully explore the local characteristic culture and characteristic agricultural resources to attract customers' attention, so that customers can be very impressed.

The brand is a concentrated display of leisure agriculture characteristics, quality and image, and has very good guiding value for the future development of leisure agriculture. As long as there are several prominent leisure agriculture projects in a region, they can play an exemplary and leading

role in the industry. On the whole, China's leisure agriculture projects are lacking in awareness of brand building. For some leisure agricultural projects with relatively large scale and relatively good development prospects, the government departments should vigorously support them, accelerate their development and guide their implementation of transformation and upgrading, thus generating greater influence and then leading under their guidance. More outstanding brands of leisure agriculture [5].

## **5. Conclusion**

Under the background of the current supply-side reform, China's leisure agriculture is at a critical stage of transformation and upgrading, and it has a very broad market development space, but it also faces many challenges. Promoting supply-side reform is an important opportunity for China's leisure agriculture to achieve transformation and upgrading. Therefore, China's leisure agriculture industry should firmly grasp this rare development opportunity, based on its own sustainable development, reform the supply side, and thus promote the continuous improvement of agricultural product quality, so as to promote the transformation of the leisure agricultural industry, continue To meet China's rapidly increasing tourism demand, and ultimately achieve better and faster development of China's agricultural economy.

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