

# Leisure Agriculture and Rural Tourism Management Model

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**Abstract:** With the progress of the times, economic development and the rise of many development modes, leisure agriculture and rural tourism management mode are widely used in rural tourism industry nowadays. However, there are still some problems in the application of leisure agriculture and rural tourism management mode, which slow down the development of rural economy. This paper mainly focuses on these issues.

## 1. Introduction

### 1.1. Promoting the Wide Dissemination of Advanced Development Ideas

In recent years, with the rapid development of China's tourism industry, some relatively backward rural areas have begun to introduce advanced development concepts, unlock the shackles of traditional concepts in rural areas, and better integrate the advanced development concepts of market economy into the management of agriculture. The management mode of leisure agriculture and rural tourism can effectively promote the dissemination of advanced development concepts and promote the exchange and communication of urban and rural culture.

### 1.2. Improving the Quality of Production and Life in Rural Areas

Whether it is rural tourism or leisure agriculture, the basic development trend is to build the ecological environment, which greatly improves the attraction of tourists. In addition, continuous investment in rural ecological environment can greatly enhance the flow of passengers in rural areas, and also improve the quality of life of rural residents [1]. At the same time, it also promotes the comprehensive, coordinated and sustainable development between tourism industry and ecological environment. Nowadays, in the management of leisure agriculture and rural tourism, some rural areas have realized the combination of agricultural production, residents' life and ecological environment, and have achieved certain economic benefits. In the process of investing in the ecological environment, the living standard of local residents has been improved, and the natural landscape in rural areas has been indirectly protected.

## 2. Current Situation of Leisure Agriculture and Rural Tourism in Management and Management

### 2.1. The quality of project products is on the low side

At present, most of the project products in China's tourism industry lack scientific and effective evidence for demonstration and evaluation in the early stage, which leads to the lack of complete feasibility and practicability of the final report, the pursuit of product diversity and quantity, the neglect of the most basic quality of products, resulting in a large number of project products are serious. Quality problems. In addition, many local governments are imprisoned by traditional concepts, do not incorporate leisure agriculture and rural tourism management model into local economic construction and planning, and have unreasonable arrangements for project development, unable to make the most valuable integration and utilization of related resources, thus, the product quality is getting better and better [2]. Poor, the whole project is difficult to form its own brand advantage.

## **2.2. Lack of appropriate infrastructure**

In the process of developing the management mode of leisure rural and rural tourism, although it has the supporting public announcement facilities, it still lacks the corresponding basic equipment, so it can not meet the development needs of the tourism industry nowadays. As a result, the development and application of the management mode of stationed agriculture and rural tourism are greatly limited. In addition, most of the managers of leisure rural and rural tourism are local residents, lack of professional services and slightly lack of quality, which not only can not meet the demand for talents in tourism industry, but also hinders the leisure agriculture and rural tourism industry.

## **2.3. The mode of operation and management is relatively single**

At present, in the development of leisure agriculture and rural tourism in China, there is a lack of diversified management mode and a lack of in-depth study of the local economic market. In addition, most of the tourism project development planning is not reasonable and effective, only based on local natural resources and agricultural resources, resulting in the lack of scientific project products. In addition, compared with other tourism projects, leisure agriculture and rural tourism projects lack creativity and development path, which also restricts the comprehensive development of leisure agriculture and rural tourism industry.

## **2.4. Lack of professional management personnel**

Compared with other industries, rest agriculture in China started relatively late. Most of them were rural residents who acted as managers. They did not have management concepts, management skills, brand awareness, correct marketing means and service modes. In any way, they were compared with today's tourism. There is a huge gap between the managers of other industries, which directly leads to the rugged development of the whole industry. The efficiency and economic profits of the whole industry are also greatly reduced. Finally, the management mode of leisure agriculture and rural tourism can not be effectively utilized and exploited. Therefore, the management of leisure agriculture and rural tourism in China can not be effectively utilized and exploited. Management is very short of professional management personnel.

# **3. Strategies for Current Leisure Agriculture and Rural Tourism Management**

## **3.1. Scientific and Rational Overall Planning**

In order to vigorously develop leisure agriculture and rural tourism industry in China, we must first make a scientific and rational overall planning. Starting from the local actual situation, we must make full use of the local development advantages and combine the local development characteristics to effectively integrate the existing resources and bring them into full play [3]. On the premise of coordinating the ecological environment and market economy, the development, construction and overall layout of leisure agriculture and rural tourism industry should be carried out scientifically and rationally. In addition, in the development of tourism projects, it is not enough to focus only on the development of industrial productivity, but also to take full account of the social and economic benefits and ecological environment benefits brought by industrial development, so as to promote the comprehensive, coordinated and sustainable development of the industry.

## **3.2. Highlighting the Cultural Connotation of Project Products**

In the development of leisure agriculture and rural tourism, we should pay attention to the development of project-specific products. On the basis of preserving the original resources and characteristics, we should dig deeper into the local cultural connotation, fully reflect the vitality of project products, and highlight the unique cultural connotation of products. In addition, the relationship between project product development and design should be taken into account. Not only should tourists experience the pleasure of tourism, but also the local cultural landscape and advantages should be widely publicized as far as possible, so as to fully display the local tourism characteristics to tourists and promote leisure agriculture. With the development of rural tourism

industry, to meet its development requirements.

### **3.3. Establishing and Perfecting Normative Supervision System**

Local governments play a very important role in the development of leisure agriculture and rural tourism. Local governments should formulate normative policies, regulations and systems, implement effective supervision and management measures, and promote the whole industry to develop in an orderly way.

### **3.4. Highlighting the Brand Advantage of Project Products**

Different tourists have different product demands for tourism projects. Therefore, leisure agriculture and rural tourism industry need to pay attention to product brand building and highlight the brand advantages of products in the process of product development, so as to adapt to the diverse market needs. Leisure agriculture and rural tourism take primitive ecological competitive advantage as the key work of development and management. While pursuing modern cultural atmosphere, they should also preserve the original ecological natural resources, fully tap the unique cultural background of the local rural areas, actively create the brand advantages of project products and promote them. The coordinated and unified development of man and nature. In addition, local governments should vigorously publicize local characteristics and advantages, constantly enhance the local brand image, and promote the comprehensive development of leisure agriculture and rural tourism.

Because of the continuous development of the whole economy in our country, it effectively promotes the rapid development of rural economy. China is a large agricultural country with industrial production as the main factor. Therefore, we need to conform to the requirements of the development of the times, correctly recognize the importance of leisure agriculture and rural tourism management mode, vigorously develop and apply leisure agriculture and rural tourism management mode, and promote the overall coordinated and sustainable development of the rural economy.

## **4. Conclusion**

At present, there is a serious lagging phenomenon in the overall development and research of China's industrial concept. The corresponding development scope and depth are not enough. The understanding of the concept of development is still at a relatively shallow level. It is only a comparison between this management model and ordinary small-scale tourism projects that lacks a deep level. The second exploration, and most of the development concepts only focus on the immediate short-term economic interests, not standing in the perspective of long-term interests, is not conducive to the sustainable development of rural economy in the future socio-economic.

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