Develop an Ecological Chain Based Strategy for Leisure Agricultural Tourism

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Abstract. With the rapid development of China's tourism industry, the mode of tourism development has undergone profound changes. In particular, within the context of China's vigorous implementation of the "Rural Revitalization Plan", more and more attention has been focused on promoting the development of leisure agricultural tourism. At present, there are still many weak links in developing leisure agricultural tourism in many parts of the country. Especially, the construction of ecological system is far from perfect. From the perspective of ecological chain, the development of leisure agricultural tourism is studied and analyzed in depth. Based on analysis of necessities of leisure agricultural tourism development supported by ecological chain, prominent problems currently affecting the development of leisure agricultural tourism are analyzed, and corresponding measures are proposed.

1. Introduction
China's urbanization and industrialization have been developing rapidly. Tourism-and-leisure-consumption demands are becoming more and more diversified. It is in this context that leisure agricultural tourism (LAT) has entered into a fast-rising period. The LAT is characterized by many employment opportunities and good comprehensive benefits and plays an active role in helping farmers out of poverty and improving the overall appearance of rural areas. In the meantime, however, the conflict between ecological protection and rural regional economic development also rises [1]. Therefore, it is necessary to introduce the concept of ecological chain operation to promote the healthy and sustainable development of the LAT industry.

2. Connotation

2.1. Leisure agricultural tourism
Leisure agriculture refers to the form of agricultural operation that uses rural landscape, natural ecology, and environmental resources. It combines agriculture, forestry, fishery, animal husbandry production, agricultural operation activities, rural culture and family life to provide national leisure and enhance national experience of agriculture and rural areas [2]. Agricultural tourism is one of the forms of rural tourism and a new form of tourism formed by the integration of tourism industry and agriculture. Agricultural tourism gives full play to the advantages of both agriculture and tourism, which is of great significance to industrial transformation and upgrading as well as value chain upgrading.

Leisure agricultural tourism is an effective combination of leisure tourism and agricultural tourism. It has the characteristics of comprehensive operation and systematic layout. Compared with traditional
forms of tourism, LAT shows stronger leisure characteristics, environmental protection characteristics, and natural characteristics. So it becomes increasingly popular among tourists.

2.2. Ecological chain of leisure agriculture tourism
The development of LAT based on ecological chain is to integrate the ecological concept into the development system of LAT with a focus on protecting the ecology, developing the ecology and experiencing the ecology, and enhancing the ecological characteristics of LAT. It combines agriculture and tourism industries in hope of building "high yield, high quality, and high efficiency" ecological agriculture to realize the comprehensive utilization of ecological tourism and ecological agriculture. The ultimate goal of LAT is to form a circular economy based agriculture tourism following the principles of ecological chain.

The circular economy of leisure agriculture tourism takes natural resources-products and supplies-renewable resources as the basis for tourism planning, development and utilization, so that all kinds of resources can be recycled in this closed loop. As a result, the impact of tourism activities on the natural environment can be reduced to a minimum. The development of ecological chain based LAT attaches great importance to the most effective use of resources and the highest protection of the environment, so as to achieve the so called pollution emission minimization, waste resource recycling and innocuous. It can obtain maximal economic, social, and environmental benefits at the lowest cost [3].

3. Significance of developing ecological chain based leisure agricultural tourism
In China, vigorously implementing the construction of “ecological civilization” by applying ecological concept to LAT development has very important value. It’s not only the basic requirement to carry out the construction of "ecological civilization", but also an important component of the implementation of the "Rural Revitalization Plan". It is also a strategic measure to promote the sustainable development of LAT.

Facing the global challenge of environment deterioration and natural resource depletion, returning to nature and experiencing green ecological environment have become an urgent need for urban residents in particular. Tourists in the new era are more advocating the natural ecological beauty and harmony between man and nature. Under such a social background, bringing in the ecological concept into LAT development can lead to better results. Leisure agriculture tourism upstream, midstream, downstream and other links reflect the ecological characteristics. Not only leisure agricultural tourism resources are ecological, but also tourism lovers take environmental protection as an important tourism concept in the process of leisure agricultural tourism. Therefore, it is of great value to promote the sustainable development of leisure agricultural tourism.

More importantly, in the process of developing LAT, the protection of rural good ecological environment is crucial. It is not only the inevitable requirement of development of leisure agriculture tourism, but also important to promoting the development of rural and agricultural measures with the "ecological" concept built into the LAT development. It can better implement the "clear water and green mountains are as valuable as mountains of gold and silver" green development concept. It can also make the development of leisure agriculture tourism industry more scientific and sustainable.

4. Problems in the development of leisure agricultural tourism from the perspective of ecological chain
An in-depth analysis of the overall operation of China’s LAT development, especially in accordance with the requirements of ecological chain, shows that there are still many shortcomings. For instance, there is still a certain gap between the current state of development and the "clear water and green mountains are gold and silver mountains" concept of green development. It is necessary to solve these existing problems in LAT development, adopt system thinking and innovative ideas, adhere to the problem-oriented thinking, and strive to explore a better way of LAT development that meets the requirements of the ecological chain.
4.1. The concept of leisure agricultural tourism development lacks innovation
An idea is the customary forerunner of action. To integrate the concept of ecological chain into the development of LAT, it is essential to take "green development" as the fundamental direction and goal of the LAT. Leisure agricultural tourism is conducive to effectively promoting the integrated development of rural primary industry and tertiary industry while expanding the value chain of rural agricultural industry [4]. However, due to the relatively dispersed tourism resources in rural areas, large scale resource investment in the early developmental stage of the tourism industry can pose difficulties in rural leisure tourism industry. Therefore, although there are many types of LAT product developments, the negligence of rural ecological system, production system, and their strong protection has caused damages to the ecological environment, especially for some tourism enterprises and the rural residents in the process of LAT development. For example, insufficient attention has been paid to the great importance of ecological environmental protection by the "rural" and "picking garden" products, hence causing damage to the ecological environment.

4.2. The development model of leisure agricultural tourism lacks docking
For LAT development, it must be effectively linked to ecological agriculture and modern agriculture. Only in this way, can the development mode of "industrial chain" be formed, and the concept of ecological chain be effectively implemented. From the overall operation of LAT development in some places at present, the importance of the connection between LAT and the entire agricultural and rural resources has not been deeply realized, so there are still some problems in regard to the development mode of LAT. Some places have rich leisure agricultural tourism resources in China. However, due to the lack of expansion of leisure agricultural tourism development ideas, there is no effective combination of leisure agricultural tourism development and "targeted poverty alleviation". The lagging development of ecological agriculture and modern agriculture is not only detrimental to the scientific development of leisure agricultural tourism, but also lack of effective support for "targeted poverty alleviation". At present, "cross-border" and "integration" have become an important development concept and model. However, in the development of LAT in some places, the concept has not been integrated into the secondary and tertiary industries, and the overall operation system of LAT is far from perfection.

4.3. The development mechanism of leisure agricultural tourism lacks guidance
Based on the current situation of LAT development in some places, there is generally a lack of governmental guidance, leaving the development of LAT products, market development, and resource development on their own. Due this lack of effective guiding mechanism, the enterprises and individuals engaged in the development of LAT is generally short of economic strength, and their development philosophy is relatively weak. This phenomenon directly leads to the lack of the concept of ecological benefits, the awareness of sustainable development and even the destruction of the ecological environment. For example, in product design, the problems of backward technology, crude design and simple packaging are very prominent. The added value of leisure agriculture tourism development is relatively low. This is not only bad to the protection of leisure agricultural tourism environment, but also lack of attraction to tourists.

4.4. Relatively weak infrastructure to support leisure agricultural tourism
Many areas lack the protection of rural production relations and ecosystem. Infrastructure construction lacks integrity. In terms of overall design and construction, there is a lack of effective integration. There is no effective combination of leisure agricultural tourism infrastructure with farmers' daily production and rural industrial development. The development of leisure agricultural tourism has a tendency of "homogenization". The related infrastructure construction can't meet the needs of leisure agricultural tourism development, food, housing, transportation, entertainment and shopping. Leisure agricultural tourism infrastructure construction is lack of integrity, continuity and systematicness. It is far from the requirements of the ecological chain. This has become an important factor hindering the
scientific, healthy, sustainable, and rapid development of LAT, which needs to be addressed. In addition, practical and effective measures should be developed and taken to improve the construction level of ecological chain LAT infrastructure.

5. Optimize measures of leisure agricultural tourism development based on ecological chain

Although there are still many contradictions and problems in the development of leisure agricultural tourism based on ecological chain, these contradictions and problems are all problems in development. With the in-depth implementation of "Rural Revitalization Plan", especially in the new situation of vigorously promoting "global tourism" in China, leisure agricultural tourism will be paid more and more attention by the state and governments at all levels. To solve the problems in the development of leisure agriculture tourism will be an effective solution. In order to achieve better results in LAT development in the near future, breakthroughs in the following four key areas are critical points following the principles of ecological chain.

5.1. Innovate the development concept of leisure agricultural tourism
In the process of LAT development, all regions of China should integrate the concept of "clear water and green mountains are gold mountains and silver mountains" into their overall development strategy and strive to build an "ecological chain" development system, so as to make the development of LAT develop toward the direction of "ecological benefit view". Therefore, in the specific development process, it is necessary to effectively integrate it with the three industries. In particular, it is necessary to focus on solving the problem of resource analysis of LAT, carry out unified planning and design of LAT, and make the development of leisure agricultural tourism more systematic and targeted. To correctly handle the relationship between LAT development and protection, the focus should be placed on promoting the sustainable development of LAT, strengthening the rural areas, and protecting the ecological system and production system following the requirements of IEC standards for planning and design. This will ensure the effectiveness in achieving the protection of the "three systems" and maintaining the sustainable development of LAT.

5.2. Optimize the development mode of leisure agricultural tourism
The development of LAT should be systematic and coordinated. It should not be developed for the sake of development. Instead, it should rely on the effective integration of "agriculture, rural areas, and farmers" resources and strive to innovate the development mode with "docking" characteristics. The development of LAT should be closely combined with "targeted poverty alleviation", and the rich LAT resources should be deeply explored and effectively integrated, so as to make full use of the good ecological environment in rural areas and strengthen their supporting role for LAT. It is necessary to further reform and innovate the ideas of leisure agricultural tourism, and focus on building a more perfect ecological chain system. It is of great importance to take ecological agriculture and modern agriculture as the important foundation of LAT development and improve the diversity of LAT development and construction. What is more important is to firmly establish the concept of "crossover" and "integration". Leisure agricultural tourism should be combined with green agriculture, ecological agriculture, modern agriculture and agricultural industrialization. Strengthen the comprehensive system construction of leisure agricultural tourism development. Every link of agricultural industrialization can establish ecological and green mode.

5.3. Improve the development mechanism of leisure agricultural tourism
For the development of LAT, we must adhere to the government guidance and regulations, so that the concept of ecological chain can be effectively implemented. Only in this way can we achieve better results. To build an ecological LAT system, governments at all levels must play an important role of leading, guiding, and regulating the sustainable development of LAT, strengthening the planning of LAT so that we can build around "global travel", develop and implement the LAT development strategy planning (2018-2028) ". In order to provide guidance for the scientific development of leisure
agricultural tourism, we should make strategic arrangements for the development of leisure agricultural tourism resources, environmental protection, market expansion, tourism management and other aspects from the perspective of ecological chain. For example, in developing LAT products, more attention should be paid to market research and analysis, to understand and grasp the needs of travel lovers, and to develop high ecological, high value-added, and attractive LAT products.

5.4. Tamp the infrastructure of leisure agricultural tourism

For any type of tourism, the level of infrastructure construction is directly related to its attraction, influence, and competitiveness. Especially, as LAT has a strong particularity, more attention should be given to infrastructure construction; otherwise, it will hinder its scientific development. In the process of LAT development, infrastructure construction has been rising to a strategic level. In particular, we should start with the "four modernizations" of ecology, greening, environmental protection and sustainability to protect rural production relations and ecosystem. We should strengthen the systematic, characteristic and targeted design of leisure agricultural tourism infrastructure construction, closely combine it with farmers' daily production, rural industrial development and agricultural transformation and upgrading. We should create "one village, one product" and "one Township, one product" LAT brand, and solve the problem of "homogenization". Make leisure agriculture tourism infrastructure more attractive. More attention should be paid to the overall, systematic and collaborative construction of leisure agricultural tourism infrastructure, such as food, housing, transportation, entertainment, shopping and tourism. The construction of ecological chain system should be strengthened. For example, the concept of "circular economy" is applied to the construction of leisure agricultural tourism infrastructure to reflect the characteristics of leisure agricultural tourism. Ecological protection, green tourism and low-carbon consumption are effectively integrated.

6. Conclusion

With the development system of leisure agricultural tourism becoming more and more perfect, in the process of developing leisure agricultural tourism, all places attach great importance to the development of LAT and strengthen the policy support. Governments at all levels have also carried out a series of planning, which has effectively promoted the in-depth development of leisure agricultural tourism, but also achieved certain results compared with the past. It shows that leisure agriculture tourism development has become an important part of tourism resource development in China. However, weak links exist in LAT development in some areas of China. The most fundamental issue is that the "ecological benefit" and "ecological" development philosophy have not been integrated into the LAT development system. This requires that in the process of developing leisure agricultural tourism in the future, the concept of "ecological chain" should be incorporated into the leisure agricultural tourism development system, and the concept of "green development" should be deeply implemented. It is important to focus on innovation of leisure agriculture tourism development concept, optimization of leisure agriculture tourism development mode, improvement of leisure agriculture tourism development mechanism and consolidation of leisure agriculture tourism infrastructure. Finally, it will promote the development of LAT into a sound development track.

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