Research on Sustainable Utilization of Rural Resources in Tourism Development in Mountain Area

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Abstract. In the new era, with the acceleration of urbanization, the ecological environment is increasingly destroyed and deteriorated, and people's desire to get close to nature is increasingly strong. To meet this demand, people combine agriculture with leisure tourism, giving birth to sightseeing agriculture. The sightseeing agriculture in most mountain areas integrates leisure vacation, ecological tour, experience participation, popular science education and integrates farming culture into it. Taking Mingyue Mountain of Jiangxi province as example, this paper analyzes the problems existing in exploitation and utilization of rural resources in tourism development in mountain area, and puts forward some countermeasures for the further sustainable utilization of rural resources so as to make agricultural tourism in mountain areas more attractive.

1. Introduction
Leisure agriculture is a kind of agriculture combining production, living and ecology, which refers to the utilization of rural landscape, natural ecology, environmental resources and integration of agricultural production and operation activities, rural culture and farm life, hence, to strengthen people's experiences to farming and countryside. Yichun City in Jiangxi province is rated as "Liveable Cities in China", "National Garden City", "National Model City for Afforesting". However, the industry in Yichun city is underdeveloped, mainly planting and rural population. Before 1982, the rural population accounted for 80-90% of the population, and at present, nearly 70% of the population is still in rural area. Located 15 kilometres southwest of Yichun, Mingyue Mountain is a National Park of China, National AAAA Tourist Attraction, National Forest Park, National Geological Park, National Natural Heritage. Mingyue Mountain consists of 12 peaks with an altitude of more than 1,000 meters. The main peak, Taiping Mountain, is 1735.6 meters above sea level. It belongs to the foothills at the northern end of Wugong Mountain, with a total area of 389 square kilometers. The scenic area is composed of six parts, namely, Yangshan Zen Scenic Area, Wentang Hot Spring Resort, Tanxia Scenic Area, Wuyunya Scenic Area, Taiping Mountain Scenic Area and Yujing Mountain Scenic Area, which constitute a comprehensive diversified scenic spot with mountains, springs, Zen as well as agriculture. In this way, the large-scale agricultural production and unique ecological conditions of Mingyue Mountain have laid a good foundation for the application of agricultural resources in tourism development of Mingyue Mountain.
2. The Role of Rural Resources in Tourism Development

2.1. The value of rural resources in tourism development
Mingyue Mountain has good rural resources bringing greater value to scenic area. There are three kinds of application value and practical significance of agricultural resources of Mingyue Mountain, namely, ecological value, commercial value as well as landscape value.

Ecological value. The development of agricultural resources can make Mingyue Mountain on the original basis of preservation or continuous, planned expansion. When it reaches a certain scale, it can not only improve local air quality, regulate regional climate but conserve water and nourish the land.

Commercial value. The development of agricultural resources can solve some idle labor force and drive the economic development of local people. The direct economic benefit is the income from agricultural products, and the income from producing organic selenium-rich agricultural products is 2-3 times than that of traditional farming. When agricultural tourism is formed, it can also drive the development of tourism industry. Hence, catering, accommodation, travel, shopping together with entertainment can all create economic benefits.

Landscape value. The landscape value of agricultural tourism is very significant. The scale of farming landscape attracts thousands of tourists to visit. For example, in March and April every year, people flock to Wuyuan county to see rape flowers, which can promote the development of local economy greatly. Farming landscape can not only please to the eye, but also edify the mind.

2.2. The market demand of rural resources
With development of society, the pace of life in cities is getting faster and faster. People are eager to get close to nature and return to it. Now more and more people want to go to places with clear mountains and beautiful waters, to experience the original people's life by sunrise and sunset. Mingyue Mountain is 1,735 meters above sea level with selenium-rich hot springs, Zen culture and small farm houses with local flavors. Here, the tourists can fully relax themselves, meet their needs of leisure vacation, popular science education, ecological tours and experience participation.

In recent decades, China's excessive agricultural development has led to the deterioration of ecological environment causing severe food safety problems. People increasingly reject the way to increase production and products characterized by serious pollution of ecological environment. In order to realize the sustainable development of agricultural resources and ensure the quality and safety of agricultural products, Mingyue Mountain learns from and absorbs the essence of Chinese agricultural tradition, following the natural laws, using organic fertilizers instead of pesticides, irrigating selenium-rich spring water, etc. to guarantee food safety from production to sales for consumers.

3. Development Status of Rural Resources
At present, the exploitation of agricultural resources in Mingyue Mountain has several modes, including retaining and developing traditional farming landscape, building up large high-technology organic farm producing high-technology new organic agricultural products. Besides, as farming culture is main part of agricultural resources, the Farming Culture Exhibition Hall has been set to allow tourists experience and participate in local agricultural activities. The farm-based tourism has been promoted to connect with tourist's catering, accommodating, communicating, touring, purchasing and entertainment. The various forms of agricultural resources have been basically reflected and have begun to take shape.

3.1. The scenic spot of farming: Cattles' Tongue Terrace
In scenic spots of Mingyue Mountain, terraces are mainly located in Yangshan. Yangshan is full of narrow terraces layer by layer, shaped like cattle's tongue. Hence, it is commonly known as "Cattle's Tongue Field". Fan Chengda once specially visited Yangshan, surprised by the terraces layer by layer here, and could help but write: "Ridge sakanoue is full of fields, layer by layer up to the top, named
terraces." The word "terraces" has come into being since then. Zen Buddhism has long had the rule, which stipulates that monks cannot eat if they don't work one day. Therefore, the monks of the Weiyang Sect should be the first ones to open up these Cattle's Tongue fields. The terraces of Mingyue Mountain are endowed with unparalleled culture, coupled with its natural landscape, which makes Yangshan terraces more attractive.

3.2. Agritainment-Baima Ecological Farm
Mingyue Mountain is located in the west of Jiangxi Province, 206 kilometers away from Changsha and 218 kilometers from Nanchang. many years ago, Mingyue Mountain Airport has been opening up, and so far it has opened three routes: Shanghai, Kunming and Guangzhou, which greatly shortens the time from big cities to here, and facilitates tourists from large and medium-sized cities to come here for leisure and sightseeing. Since the high-speed rail from Shanghai to Mingyue Mountain has been built, many Shanghai tourists have been living in Wentang in Mingyue Mountain all year round, accounting for one third of the population of Wentang Town. The agritainment, being rich of local features, such as Baima Ecological Farm, are concentrated on the road from Wentang Town to Mingyue Mountain. The tourists from large and medium-sized cities can be able to know about the local characteristics and folk customs, experience the fun of rural life and feel the humanistic characteristics by engaging in local agricultural activities. What’s more, agritainment can bring considerable income to the local villagers, shorten the gap between the rich and the poor, and solve the employment problems. The most characteristic of the farm developed by local people is the Baima Ecological Farm, which has established and improved the infrastructure, sanitary conditions and home conditions, and created a beautiful and pleasant green ecological environment.

3.3. Agricultural Culture Exhibition Hall-Tiangong Kaiwu Park
Tiangong kaiwu Park is located in the Wentang Hot Spring Resort of Mingyue Mountain. It is a theme park based on Song Yingxing’s scientific masterpiece Tiangong Kaiwu (Exploitation of the Works of Nature). It is divided into four parts: exhibition area, experience tour area, cultural leisure area and tourist service center. The contents of exhibition hall include the introduction of Song Yingxing’s life and reflect the farming and production techniques of agricultural and sideline products recorded in the book, which highlights the historical significance and influence of Heavenly Creations on later generation, as well as the scientific and technological functions of it at that time. All the exhibition areas in Heavenly Creations Park embody the characteristics of local farming culture.

4. The Countermeasures for Sustainable Utilization of Rural Resources in Tourism Development
First of all, it is necessary to strengthen the inspection of relevant departments on Mingyue Mountain agritainment catering, accommodation and other infrastructure equipments, formulate the evaluation standard of catering and accommodation level, increase the supervision of commodity prices, and standardize the corresponding service process. Secondly, it is necessary to enrich agricultural tourism products, strengthen experience and participation of sightseeing products, achieve unique and impressive, and pay attention to exchange and interact with tourists. Thirdly, we should strengthen the external publicity of Mingyue Mountain farming culture brand, promote the characteristics of Mingyue Mountain farming resources, highlight the value of farming resources, and impress potential tourists with its simplicity and peace.

4.1. Extend tourism industry chain
Catering, accommodating, travelling, shopping and entertainment are six elements of tourism. Agricultural resources only include living, traveling, entertainment and purchasing in the tourism development and application of Mingyue Mountain. Therefore, we can extend eating and transportation into the agricultural resources in tourism development of Mingyue Mountain.
Catering. People cannot live without food, because it is the necessity for people's life and survival. But in tourism activities, food can not only eliminate hunger but satisfy the tourists' desire to taste local food flavor. For Mingyue Mountain, the most famous specialty is big steamed stuffed bun, fried rice noodle with Yichun style, Yichun preserved egg, and so on. The raw materials of these foods are all agricultural products, which are inseparable from local farming culture. Visitors who eat local cuisine will get great satisfaction from the senses and spirit and they will leave a lasting impression. Nowadays, there are more and more "food lovers" and "gourmands". "A bite of China" has made Chinese people drooling over it. The unique food culture of crops attracts tourists from all over the world, driving the development of tourism, promoting the sale of agricultural products, and enhancing the local people's sense of identity and pride in local cuisine.

Communicating. Since ancient times, transportation has exerted a profound influence on development of tourism in scenic spots. In past time, transportation was not very convenient, which affected people's travel. However, with the continuous development of science, technology and economy, transportation in tourism has been very convenient. Nowadays, people can take trains, cars, planes, high-speed rails and other fast means of transportation everywhere.

4.2. Innovative forms of tourism products
At present, most of tourism products launched by Mingyue Mountain are healthy tour and sightseeing tour. Innovative tourism products can make good use of tourism resources in Mingyue Mountain, promote jungle adventure tour, parent-child rural tour, and so on. Nowadays, it is hard for urban children to see the fields and mountains. They cannot play in the fields and catch fish and crabs in the river like their parents or grandparents. It is a pity that they lose the chance to get close to nature. Under such environment, parents can bring children to Mingyue Mountain to experience the rustic life of the countryside. You can take children through the jungles, wilderness survival, hone their character, enhance their ability to take care of themselves. All these can edify the children's body and mind, making them love life and nature.

5. Conclusion
Mingyue Mountain is an integral part of mountain, spring, Zen and farming. Farming culture is broad, deep and tolerant. Farms together with mountains opens up Yangshan terrace. Farms with spring bring about production of selenium-rich agricultural products. Farms with Zen are the achievement of Baizhang monastic codes. Mingyue Mountain has inherited advantages of farming civilization, farming culture has slowly penetrated into tourism in Mingyue Mountain. we should be aware that in highly civilized societies, people tend to be simple, transparent and unsophisticated. Agricultural resources are bound to be developed, but at the same time we should protect environment and respect nature. Only by adhering to scientific concept of development can make sightseeing agriculture in Mingyue Mountain develop fastly, stably and lastingly.

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