Study on Tourism Planning of Edible Fungus Park from the Perspective of Agricultural Tourism Integration: taking Muer Town in Zhashui County as a Case

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Abstract. The tourism development of edible fungus park has many values, such as optimizing the industrial structure, increasing the tourism supply and promoting the comprehensive benefits. Based on the analysis of the Muer town in Zhashui County, it is proposed that the tourism planning of the edible fungus park should be based on the perspective of agricultural tourism integration to adjust the development orientation, optimize the spatial structure and function, develop the experiential tourism products and tourism commodities, build the thematic infrastructure, and highlight the core position of the regional culture in the tourism planning, which will eventually realize the agriculture and tourism development of the edible fungus park.

Keywords: edible fungi; integration of agriculture and tourism; tourism planning; Muer town.

1. Introduction
Edible fungus is a general term for large edible fungi with many varieties and high nutritional value. Of the more than 2,000 wild edible fungi known worldwide, nearly half of them are in China [1]. China is one of the countries with the richest wild fungus resources in the world and one of the earliest countries to cultivate and utilize edible fungi [2]. In recent years, under the guidance of national policies such as targeted poverty alleviation and the construction of characteristic towns, many regions in China (especially poor areas) have relied on their good natural environment and edible fungus cultivation history to vigorously develop and build edible fungus characteristic towns, such as Guizhou Qinglong Mushroom Town, Shaanxi Zhashui Fungus Town, Zhejiang Qingyuan Shiitake Town, etc.

However, through analysis, it is found that most of the domestic edible fungus towns focus on the industrial production and processing of certain edible fungus. The industrial structure is single, the industrial chain is short, the economic benefit is good but the social benefit is limited, and the comprehensive anti-risk ability of the town is generally weak. Under the current rapid development of mass tourism, based on the existing industrial conditions and development scale of edible fungus characteristic towns, vigorously developing edible fungus theme tourism can not only expand the industrial functions of characteristic towns, enhance the comprehensive anti-risk ability of the park,
but also further enhance the economic and social benefits of the park and play an important role in cultural benefits of the edible fungus park. Therefore, it is necessary for towns with edible fungus characteristics to actively implement the multi-development strategy of "edible fungus + town + tourism" to expand the tourism function of the park and achieve sustainable development of the park.

2. Tourism Development Value of Edible Fungus Park

2.1. Optimizing Industrial Structure and Enhancing the Park's Ability to Resist Risks

At present, most domestic edible fungus industrial parks are based on the cultivation, initial processing and sales of single or a few common edible fungi. They have a single industrial structure, a short industrial chain, and weak product market competitiveness and low output value. Even some edible fungus parks have vigorously developed the deep processing of edible fungus products to extend the industrial chain, such as the development of ready-to-eat products, condiments, health foods, and leisure snacks. However, due to consumption habits, consumption levels, economic income and other factors, the market for edible fungus deep-processing products is not yet mature, and extending the processing chain of edible fungus products is not the best choice for the current development of the park. As we all know, tourism has many characteristics such as low investment, quick results, high income, low threshold, and large effects. Therefore, based on the current development status of the edible fungus park industry, the development of tourism through partial landscape transformation and functional transformation can not only expand the park's industrial functions and enhance the park's comprehensive anti-risk ability, but also greatly improve the park's economic, social and cultural benefit, and promote the rapid, healthy and sustainable development of the park.

2.2. Increasing Tourism Supply to Meet Tourists' Demand for New and Different

Edible fungi as food ingredients are now more common in people's tables, but even the most common edible fungi in life, such as oyster mushrooms, shiitake mushrooms, enoki mushrooms, etc., their growth habits, cultivation process, growth status and processing technology are very strange for urban residents, not to mention personally experiencing the cultivation, picking and processing of edible fungi. Therefore, the cultivation, growth and processing of edible fungi is an unfamiliar, curious, interesting and desirable area for the public. Relying on the industrial foundation of the edible fungus park to develop edible fungus-themed tourism products can enrich the types of rural tourism activities, increase the supply of rural tourism products, meet the tourists' demand for new and different and enrich tourist experience activities.

2.3. Giving Full Play to the Tourism Effect and Enhancing the Comprehensive Benefits of the Park

At present, most domestic edible fungus parks are located in poverty-stricken areas, shouldering the heavy responsibility of getting rid of poverty in the region. The tourism development of the existing edible fungus park will not only increase the tourism economic revenue on the basis of the original edible fungus industry income, but also create more employment opportunities in the park and help the residents of the park to alleviate poverty. The tourist activities around the edible fungi in the park are also the process of cognition, learning and dissemination of edible fungi culture and local characteristic culture, which is conducive to the effective inheritance and value transfer of professional knowledge or regional culture, thus reflecting the cultural effects of edible fungus tourism development. In addition, edible fungus tourism development will also greatly increase the social popularity of the area where the park is located, and enhance the cultural confidence and regional pride of local residents.

3. Analysis of Current Situation of Muer Town in Zhashui County

The Muertown is located in the southern foot of the Qinling Mountains and in Xialiang town, Zhashui County, Shaanxi Province, which is only 60km away from the capital city of Xi'an in Shaanxi Province. And the G65 highway crosses the border and connects Guanzhong region of Shaanxi with
Chongqing. Muer town relying on national policies of poverty alleviation and characteristic town construction and national agricultural products geographical indication brand "Zhashui Black Muer", established a modern fungus industrial park in 2017, which is integrating fungus bag production, demonstration planting, leisure and sightseeing, product purchase and sale as a whole.

The park covers an area of 1,850 acres and is specifically divided into five major areas including "gateway area, demonstration area, sightseeing area, production area and processing area". Muer leisure square, tourist reception center and ecological parking lot are built in gateway area, and the main function is focusing on the tourism reception service for tourists. Fungus technology research and development center and fungus bag production line are established in the production area, and the function is focusing on the fungus technology research and development and fungus bag production. Hanging bag fungus steel frame shed, fungus museum, fungus bonsai garden, fungus amusement park and other projects are set up in sightseeing area, and the function is focusing on fungus theme tourism and fungus production. The production area has a production line of black fungus package and a demonstration base for black fungus field planting and its main function is to produce black fungus. The processing area has a fungus processing workshop, highlighting the fungus product processing function. The plan pointed out that after the fungus town is completed, it can bring 850 poor households to participate in the fungus industry, with an annual output value of 52.5 million yuan, 200,000 tourists, economic benefits of 70 million yuan, tax payment of 5.95 million yuan, and employment of 2,580 people, and the annual income per capita can be increased by more than 10,000 yuan [3]. According to statistics in 2018, the annual output of black fungus in the Muer town reached 70,000 catties, the annual output value reached 2.1 million yuan, and the annual income per capita was more than 9,000 yuan, which shows that the masses have been driven on the road to prosperity [4].

Based on the above data, it can be seen that the edible fungus industry in Zhashui Muer town has formed a certain scale, has certain fungus production and processing functions, and has produced certain economic and social benefits, but the actual benefits and planning still exist great gap. The analysis also found that the current Muer towns, regardless of space division, functional positioning or project planning, are all based on the production and processing of fungus. Although there is a tourism industry layout, it is mainly based on simple sightseeing tourism products, supplemented by a small number of children's experience projects that are inconsistent with the theme of the park, and tourism experience activities corresponding to the theme and characteristics of edible fungi are rarely involved. In general, there is much room for improvement in the development of Zhashui Muer Town. It is necessary to actively implement the "tourism +" strategy on the basis of the production and processing of existing fungus, and vigorously develop edible fungus-themed tourism products that integrate tourism, experience and leisure, in order to achieve a comprehensive and coordinated development of the park's economic, social and cultural benefits.

4. Planning Ideas of Edible Fungus Park

At present, the edible fungus park is focusing on the production and processing of edible fungus, and it has formed a certain industrial scale. Therefore, the "tourism +" development strategy of the edible fungus park should carry out on the basis of the current status of the industry, and edible fungus-themed tourism should carry out on the basis of edible fungus production and processing. That is to say, we should explore the edible fungus park tourism planning ideas from the perspective of the integration of farming and tourism, and finally realize the common prosperity of the park's agriculture and tourism. The development path of the integration of farming and tourism in the edible fungus park is shown in Figure 1.
4.1. Clarify the Comprehensive Development Direction of the Park Based on the Integration of Farming and Tourism

The development positioning is the future development direction and goal determined by the enterprise based on the comprehensive research and judgment of its own development conditions, current situation and market environment, and it is the basis and guiding program for strategic decision-making and enterprise behavior in enterprise development. The analysis shows that the current development positioning of domestic edible fungus parks is mostly limited to the production and processing of edible fungi. For example, the Muer town in Zhashui County is currently positioned as a modern fungus industrial park that integrates production of fungus bags, demonstration planting, leisure and sightseeing, and product purchase and sale. The aforementioned analysis on the necessity of tourism development has shown that the integration of farming and tourism is the best choice for the future development of the edible fungus park. Correspondingly, the development positioning of the edible fungus park should also highlight "edible fungus + tourism". For example, from the perspective of the integration of farming and tourism, the development and positioning of the Muer town can be determined as "a rural complex of edible fungi that integrates many functions such as production, processing, sightseeing, and experience."

4.2. Optimizing the Spatial Structure and Function Orientation Based on Tourism Demand

Limited by the current development orientation of the park, the spatial structure of the domestic edible fungus industrial park is mostly based on the production process of edible fungi for spatial division. For example, the spatial division of the Muer town in Zhashui County is divided into five areas: the gateway area, the demonstration area (the fungus technology research and development and fungus package production function), the sightseeing area, the production area, and the processing area. The spatial structure is divided according to the production process of edible fungi, which meets the needs of its agricultural modernization development, but it is difficult to fully release or stimulate the economic, social and cultural benefit potential of the park. Therefore, under the guidance of the integrated development of agricultural and tourism development, it is necessary to adjust the spatial structure and functional positioning of the park to meet the needs of tourism development. According to the spatial status and development orientation of the edible fungus park, the park can be divided into two major blocks from the macro level, namely the edible fungus production area and the edible fungus-themed tourist area. The functional positioning of the edible fungus production area is mainly based on the cultivation and processing of edible fungi, supplemented by the production of tourist commodities. According to the production process of edible fungus, the edible fungus production area can be further subdivided into edible fungus technology research and development and fungus bag

![Figure 1. Development Ideas of Edible Fungus Park](image-url)
production area, edible fungus cultivation area and edible fungus processing area (both have the
production function of tourism commodities); The overall function of the edible fungus-themed tourist
tourist area is positioning on tourism products and services, and this area can be subdivided into tourist
comprehensive service areas, edible fungus-themed tourist areas (mainly with tourism and educational
functions), and wild picking and leisure areas (mainly with experience, education and leisure
functions), gourmet experience area (mainly with experience and product sales functions).

4.3. Planning Edible Fungus Tourism Products Based on Experience Tourism
The cultivation, growth, picking and processing of edible fungi are not composed of the usual living
environment of tourists. Therefore, participating in the theme tourism of edible fungi can meet the
psychological needs of tourists for new and different and obtain a pleasant experience. At present,
sightseeing of the edible fungus cultivation and production process, sightseeing of edible fungus
package landscape products, etc., which are popular in domestic edible fungus parks, can also meet the
psychological needs of tourists for new and different. However, most of these tourism products have
the characteristics of one-off tour, so the attraction is weak and the revisit rate is low. With the theme
of edible fungi, tourism experience projects and products are planned based on the cultivation of
multiple varieties of edible fungi, such as wild edible fungus picking, poisonous mushroom
identification, traditional and modern cultivation methods experience, manual and mechanical
processing method experience, edible fungus food production and tasting etc., and they make the
perception degree and perception effect of tourists in the actual travel process different from person to
person, time, place, and emotion. Tourists have obtained higher satisfaction in edible fungus-themed
experience tourism, but experience perceptions between different situations and different tourists often
show differences and diversity, and eventually form a higher revisit rate. Therefore, the edible fungus
park should plan tourism projects and products based on experience tourism. However, the planning of
park tourism projects and products based on experiential tourism does not exclude edible fungus
sightseeing tourism products because sightseeing tourism activities are also an important component
of the experience-oriented tourists, and an organic component of the comprehensive memory of
tourists’ destinations.

4.4. Processing Edible Fungus Products Based on Tourism Commodities
Edible fungus processing is an important functional component of the domestic edible fungus
industrial park. Its processing methods mainly include traditional drying and modern salting, quick
freezing, extraction and other processes, and the final products are dried fungus, fresh fungus, canned
edible fungus, edible fungus health products etc., which can further increase the added value of edible
fungus products. While developing the tourism industry of the edible fungus park based on the
perspective of agro-tourism integration, edible fungus-themed tourism commodities are also an
important component of the tourism industry chain. However, for all kinds of edible fungus products
processed through industrialization in the current park, tourists can easily buy them in the city where
they are located at a better price, so it is difficult for them to become tourists' preferred tourist
commodities. Therefore, it is necessary to innovatively develop and design multi-type and serialized
tourism commodities with local cultural heritage and artistic characteristics based on the
characteristics of tourism commodities such as artistry, practicability, and commemoration, based on
the edible fungus crops in the park, combined with regional cultural characteristics to meet the tourist
shopping needs of tourists and enhance the added value of edible fungus products.

4.5. Building Park Supporting Facilities Based on the matization
Tourism infrastructure mainly includes tourist hotels, tourist transportation, shopping facilities,
cultural and entertainment facilities, rest places and other facilities (such as guardrails, trash cans,
toilets, signs, lighting, sound, etc.) The sound basic supporting facilities are the basis for the
development of tourism activities and the guarantee for providing tourists with the best services. They
are also an integral part of tourists' tourism needs and an important factor in the formation of tourism
satisfaction. The theme-oriented construction of supporting facilities for tourist destinations will not only realize the basic functions of supporting facilities, but also improve the overall scene of the park, thereby greatly enhancing the comprehensive perception of tourists in tourist destinations. The theme selection for the construction of tourism infrastructure facilities in the edible fungus park should closely focus on edible fungus culture and local folk culture. For example, around the edible fungus culture, infrastructures such as mushroom cabins, edible fungus-themed restaurants, red mushroom trails, ganoderma seats, enoki mushroom guardrails, cordyceps street lamps, and sculpture of a girl picking up mushrooms can be built.

4.6. Leading the Park Tourism Planning by Taking Regional Culture as the Core
The core resource of edible fungus park tourism development is edible fungus, but the edible fungus widely cultivated everywhere does not have extremely strong regional growth characteristics, which leads to the problem of uniformity and homogenization in domestic edible fungus parks [6]. Under the background of the early stage of the development of the edible fungus-themed tourism market or the lack of local edible fungus parks, edible fungus parks that lack features or brands can still meet the tourist needs of tourists and form better tourism economic benefits. However, with the in-depth development of the tourism industry and the growth of tourists’ tourism experience, the development of tourism products with only edible fungus resources (even national geographical indication brands) will inevitably lose the tourism market due to homogeneity. Therefore, it is necessary to take precautions and highlight the forward-looking features of tourism planning. And at the beginning of the tourism planning of the edible fungus park, the characteristics of the park should be explored and created. Culture is the soul of tourism, and the tourism development plan of the edible fungus park should be in-depth and systematically excavate local characteristic culture, such as local edible fungus-related folk customs, characters, history, etc. The tourism development of the edible fungus park should take the regional culture as the core to lead the overall planning of the tourism in the park and create the tourism brand of edible fungus with the characteristics of culture, so as to realize the sustainable development of the park.

5. Conclusion
The edible fungus industrial park shoulders the important task of rural revitalization and development. And it is an important mission of the park to enhance local economic, social and cultural benefits. Edible fungi are both familiar and unusual to the public, but there is great demand in the tourism market. Therefore, the tourism development of the edible fungus park from the perspective of the integration of agriculture and tourism can meet the needs of the development of the edible fungus park and the mass tourism, and ultimately achieve the common prosperity of the agriculture and tourism of the park. It can be predicted that after the new coronavirus epidemic in 2020, the public will pay more attention to their own health problems. Therefore, the edible fungus-themed tourism integrating pleasure and health care will surely be sought after by more tourists, and the edible fungus-themed tourism park will also usher in a huge opportunity for development.

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