

Research on the Integration and Development of Modern Agriculture and Rural Tourism Based on AHP

—Take Yangjia Town in Mianyang City as an Example

Yanping Yi, Chunrong Zhao*, Juanlin Fu*

School of Civil Engineering and Architecture, Southwest University of Science and Technology, Mianyang, China

Email: *1215059519@qq.com

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Abstract

The 19th National Congress of the Communist Party of China (CPC) put forward that we should adhere to the priority development of agriculture and countryside, promote the integration and development of one, two, three industries, and vigorously implement the strategy of rural revitalization. This study mainly aims at the unbalanced development of agriculture and tourism, and constructs the evaluation index system of the integration of modern agriculture and rural tourism, and takes Yangjia Town of Mianyang City as an example to carry on the empirical research. This paper further analyzes the problems existing in the process of the integration of modern agriculture and rural tourism in Yangjia Town, Mianyang City, and puts forward some effective countermeasures and measures to solve the corresponding problems, so as to provide a reference for the further development of agricultural tourism integration and the realization of rural revitalization.

Keywords

Agricultural and Travel Fusion, Analytic Hierarchy Process, Evaluation Index System, Yangjia Town, Mianyang City

1. Preface

Since the reform and opening-up, the speed of China's industrialization and urbanization is increasing, and the problem of "rural and rural areas" has become more and more prominent. As an important agricultural power, the rural problem is an important factor to restrict the development level of the country, to

* Corresponding authors.

solve the problem of the countryside, to guarantee the rural destitution and becoming rich is a basic project to build the socialist modernization in an all-round way [1]. Therefore, the Party's 19th-year proposal should stick to the development of the agricultural and rural areas, promote the integration and development of the two-third industry, and vigorously implement the rural revitalization strategy. The integration of modern agriculture and tourism not only involves the integration of different resources of the industry, but also the functions and culture of the two types of industries. When tourism is integrated into the rural environment, while prolonging the industrial value chain of agriculture and tourism, we should also consider how to make better use of the rural natural environment and the unique atmosphere and cultural atmosphere of the countryside. The integrated development model of modern agriculture and rural tourism is one of the important ways to preserve the rural flavor, rural style and help rural revitalization.

At present, some scholars have done a quantitative and qualitative study on the integration of agriculture and tourism [2]. For example, Tiexin Meng analyzes the industrial association and the power mechanism of both agriculture and tourism, and considers that the integration of the agriculture and tourism is essentially the integration of the functions, the market and the resources [3]; Zhu Yuanxiu used grey correlation method to evaluate the degree of agricultural travel fusion in Jiangsu prefectural cities [4]. In the analysis of the agricultural tourism evaluation system, Zhifeng Chen and the like applied the fuzzy comprehensive evaluation method to the construction of the evaluation index system of the leisure agriculture [5]. And Fujia Qi uses the entropy method to make the leisure agriculture and the country brigade. In addition, Huang Yinghui, Shi Yajun [6], Jiang Chunyan [7] also used analytic hierarchy process (AHP) to determine the index weight. The above research shows that although there are quantitative studies on leisure agriculture and rural tourism, there are few studies on the current situation of agricultural and tourism integration, and this study establishes the evaluation index system of the integration of modern agriculture and rural tourism [8] [9] [10] [11]. The expert estimation method and analytic hierarchy process (AHP) are used to analyze the weight of the influencing factors of agricultural tourism fusion. According to the results of data analysis, this paper evaluates the present situation of the integration of agricultural and tourism in Yangjia Town, probes into the problems existing in the process of its development, and puts forward some corresponding solving measures.

2. The Connotation of the Integration and Development of Modern Agriculture and Rural Tourism

Modern agriculture is different from traditional agriculture. It refers to the industrial clusters formed around agriculture and relying on modern agricultural technology, such as planting, forestry, animal husbandry, aquatic industry, food processing industry, means of production industry and so on. Modern agricul-

ture is not only a unique industrial system in rural areas, but also has ornamental value. The integration of modern agriculture and rural tourism is one of the main trends in the transformation of modern agriculture and the excavation of agricultural ornamental value. At present, many scholars have carried out relevant research on the integration and development of agriculture and tourism. According to Zou Wenchuan, the dual-core driving mode of the development of science and technology agriculture and rural tourism is the mutual promotion and mutual condition of the tourism market demand in the process of agricultural production [12]. Zhou Jun and Ji Yinxiang believe that the integration of agriculture and tourism is conducive to breaking the predicament of traditional agricultural development, enhancing industrial relevance and promoting symbiosis of agriculture and tourism [13]. Ren Yun believes that the integration of traditional agriculture and rural tourism can not only give rural tourism the original ecological connotation, promote the integration of human landscape and natural landscape, but also promote agricultural innovation and tourism transformation [14]. Although scholars have different views on the integration and development of agriculture and tourism, we can understand that the integration and development of agriculture and tourism on the basis of retaining the unique features of rural culture, pastoral scenery, mountain forest and wild interest, but also for the rural economic development and industrial transformation zone. A new vitality has come.

3. Constructing the Evaluation Index System of the Integration Development of Modern Agriculture and Rural Tourism

The present evaluation of the development of modern agriculture and rural tourism is mainly analyzed from three aspects, namely, the quality of agricultural tourism resources, the development of modern agriculture and rural tourism, the driving factors of modern agriculture and rural tourism, and the factors that affect the development of the three aspects, The selection principle should be selected according to the evaluation index selection principle. On the basis of the reference to the index system related to the agricultural tourism, the author finally determines the index system of the development of the development of modern agriculture and rural tourism (see **Table 1**).

The evaluation index system of the integration of modern agriculture and rural tourism consists of three parts: target layer, criterion layer and factor layer. Among them, the target layer (A) is the integration of modern agriculture and rural tourism. The criterion layer is based on the three most influential aspects of the integration and development of agricultural tourism, namely, the supporting conditions, the development status and the quality of agricultural tourism [15]. The quality of agricultural resources is the most direct expression of tourist attraction and satisfaction. The natural environment of agricultural landscape, cultural atmosphere, the coordination of architecture and landscape and

Table 1. Evaluation index system of the current situation of the development of the integration of modern agriculture and rural tourism.

| Target layer (A) | Criterion layer (B) | Factor layer (C) |
|---|--|--|
| Modern agriculture and rural tourism integration development status (A) | Agritourism Resource Quality B1 | Agricultural natural landscape environment (C11) |
| | | Agricultural tourism cultural environment (C12) |
| | | Coordination degree between Rural Architecture and Landscape (C13) |
| | | Quality of ecological agricultural products (C14) |
| | | Rural amusement facilities (C15) |
| | Status of Agricultural Tourism Development B2 | Abundance of folk cultural activities (C21) |
| | | Intensity of agricultural tourism experiential product development (C22) |
| | | Development intensity of homestay and catering (C23) |
| | | Proportion of the villagers in the tourism industry (C24) |
| | | The ratio of agricultural tourism income to total income (C25) |
| | Modern agriculture And country brigades traveling support bar piece B3 | The degree of perfection of the road traffic system (C31) |
| | | The perfection of public service facilities (C32) |
| | | Types of marketing channels (C33) |
| | | Tourism service attitude (C34) |
| | | Government financial input (C35) |

the quality of ecological agricultural products reflect the quality of agricultural tourism environment and rural customs, while rural amusement facilities are tourism projects integrated into agriculture. In addition, the experience-based products such as the folk culture activities, the ecological agriculture garden, the garden complex and the like, the agricultural tourism income status and the like reflect the factors of the degree of the integration and development of the agricultural brigades, but the supporting facilities and the public service facilities, The government's decision-making and the quality of tourism are the important driving factors to promote the development of the integration of the agricultural and tourism.

4. An Empirical Study on the Development of the Integration of the Rural Tourism Based on the Analytic Hierarchy Process

4.1. Overview of Yangjia Town

Yangjia Town of Mianyang City is located in the southeast of Fucheng District, adjacent to Tangxun Town in the north, Wujia Town, Yuhuang Town in the south, Shidong Township in the west and Guangu Town in the east. The terrain of Yangjia Town is dominated by low mountains and hills in the east and west, and the middle part is flat. It is located in subtropical monsoon climate area with sufficient light and heat, with annual average rainfall of 100,200 mm. The climate conditions are suitable for planting basic crops and grapes, such as rice, corn, citrus, kiwi and other fruits. The town covers an area of 37.21 km². The land use structure includes agricultural land, construction land and other lands, and agricultural land accounts for 95% of the total land area.

Yangjia Town in Mianyang City is rich in agricultural resources and diverse in

agricultural products, which has the basic conditions for the development of agricultural rural tourism. Yangjia Town modern agriculture is mainly based on grape, lotus root, flower and seedling and other characteristics of planting and sericulture, as well as planting red plum, kiwifruit and other organic fruit and vegetable base and economic forest base. In addition, Yangjiazhen also developed large-scale vanilla cultivation, vanilla variety, including sagittal chrysanthemum, lavender, chamomile, sunflower and so on. Since promoting the integration of modern agriculture and rural tourism, Yangjia Town has built a characteristic rural tourism model, which is mainly based on vanilla garden, Wanhe vineyard, rural pastoral garden, Baili Bay lotus pond, drunken garden and other leisure agriculture, supplemented by happy bowl playground.

4.2. Data Collection

The evaluation index system of the integration of modern agriculture and rural tourism includes objective index (C24 C25, C31 C32) and subjective index (C11 C15, C21 C23, C33 C35). The subjective index is set directly in the questionnaire, and the tourists and local residents are evaluated according to their self-perception, and the scores are all percentile. The author conducted a questionnaire survey in Yangjiazhen in July 2018 and January 2019. The questionnaire invited local residents and tourists to rate the related problems of each subjective index according to their tourist experience in Yangjiazhen, and thoroughly interviewed and excavated the reasons for the differences in the scores. A total of 100 questionnaires were sent out, of which 80 were valid. According to the total of each indicator of the questionnaire, the average score is calculated, and the evaluation score of the evaluation index is shown in **Table 2**.

Table 2. Evaluation score of modern agriculture and rural tourism integration in Yangjia Town.

| Factor layer (C) | Average score |
|--|---------------|
| Agricultural natural landscape environment (C11) | 78.5 |
| Agricultural tourism cultural environment (C12) | 63.1 |
| Coordination degree between Rural Architecture and Landscape (C13) | 66.5 |
| Quality of ecological agricultural products (C14) | 76.0 |
| Rural amusement facilities (C15) | 75.5 |
| Abundance of folk cultural activities (C21) | 74.5 |
| Intensity of agricultural tourism experiential product development (C22) | 84.0 |
| Development intensity of homestay and catering (C23) | 77.8 |
| Proportion of the villagers in the tourism industry (C24) | 80.0 |
| The ratio of agricultural tourism income to total income (C25) | 75.0 |
| The degree of perfection of the road traffic system (C31) | 80 |
| The perfection of public service facilities (C32) | 75 |
| Types of marketing channels (C33) | 55.1 |
| Tourism service attitude (C34) | 65.5 |
| Government financial input (C35) | 85 |

According to **Table 2**, the average score of tourists to the subjective index of Yangjia Town Agricultural and Tourism Integration and Development is 72.37, which reflects that the tourists' comprehensive satisfaction with the integration and development of Yangjia Town Agricultural Tourism is not high. Among them, the rural landscape environment of Yangjia Town, the financial investment of the government in Yangjia Town tourism project and the construction of related amusement facilities, while the coordination of rural architecture and surrounding landscape, the marketing propaganda of tourism management departments, and the construction of rural cultural atmosphere need to be further strengthened, especially the cultural tourism products related to silkworm mulberry culture in Yangjia Town. The objective index is the road traffic facilities and public service facilities in Yangjia Town. The construction is being further improved, such as garbage collection point, medical and health service station, public toilet, tourist service center and so on, which can basically meet the needs of local residents and tourists. In addition, in the course of in-depth interviews, the author also learned that agricultural tourism not only increases farmers' nearby employment channels, disposable income and retail sales, but also enriches the daily entertainment activities of local residents.

4.3. Weight Calculation and Analysis

The weight analysis of this study mainly uses analytic hierarchy process (AHP) to determine the weight. First of all, 10 experts and professors in tourism management, rural tourism planning and so on were invited by email or face-to-face interview to evaluate the relative importance of the evaluation index and influencing factors, and to rate according to the scale of 1/9. Based on the expert scoring results, the following analysis is carried out:

1) In the first step, the matrix is established and the relative weight is calculated. Firstly, the corresponding judgment matrix A_i is established for the evaluation of each expert, and then the eigenvector and relative weight w_i of each factor of the matrix are calculated by EXCEL, and the consistency test of the index score is carried out. That is, the ratio of deviation from consistency CI to random consistency is calculated, and the results of each expert's judgment matrix are less than 0.1, which shows that the judgment is reasonable. The mathematical expressions of the matrix are as follows:

$$B = \begin{Bmatrix} 1,3,5 \\ 1/3,1,3 \\ 1/5,1/3,1 \end{Bmatrix}, B1 = \begin{Bmatrix} 1,3,7,3,3 \\ 1,3,1,5,5,1 \\ 1/7,1/5,1,1,1/5 \\ 1/7,1/5,1,1,1/3 \\ 1/3,1,5,5,1 \end{Bmatrix},$$

$$B2 = \begin{Bmatrix} 1,1/3,1/5,1/3,1/7 \\ 3,1,1/3,1,1/5 \\ 5,3,1,3,1/3 \\ 3,1,1/3,1,1/7 \\ 7,5,3,7,1 \end{Bmatrix}, B3 = \begin{Bmatrix} 1,3,5,3,5 \\ 1/3,1,3,1,3 \\ 1/5,1/3,1,1/3,1 \\ 1/3,1,3,1,3 \\ 1/5,1/3,1,1/3,1 \end{Bmatrix}$$

2) In the second step, the average relative weight and the final weight are calculated according to the relative weight results of all experts.

Calculate the average relative weight by the arithmetic average method:

$$W_p = \frac{\sum w_i}{n}$$

(w_i : Average relative weight for each indicator, n : Number of experts involved in the evaluation)

The final weight of the index is the result of the synthesis of the weight vector of indicator layer B and the relative weight vector of factor layer C, as shown in **Table 3**.

3) In the third step, the weight results of each factor in the current situation of agricultural and tourism integration and development are sorted from large to small. B index layer weight set $P_b = \{0.429 \ 0.180 \ 0.392\}$, the weight ranking results are as follows: $B_1 > B_2 > B_3$. The final compound weight set of factor layer C $P = \{0.139 \ 0.069 \ 0.070 \ 0.049 \ 0.101 \ 0.039 \ 0.042 \ 0.033 \ 0.019 \ 0.047 \ 0.102 \ 0.050 \ 0.043 \ 0.086 \ 0.112\}$, the weight ranking result is $C_{11} > C_{35} > C_{31} > C_{15} > C_{34} > C_{13} > C_{12} > C_{32} > C_{14} > C_{25} > C_{33} > C_{22} > C_{21} > C_{23} > C_{24}$.

4.4. Analysis of the Evaluation Results of the Present Situation of the Integration and Development of Agricultural and Tourism in Yangjia Town

4.4.1. Quality Analysis of Agricultural and Tourism Integrated Tourism Resources in Yangjia Town

In the evaluation index system, the evaluation scores of the two agricultural natural landscape C11 and the rural amusement facilities C12 were 78.5 and 63.1 respectively, of which nearly 40% of the tourists spoke to the 100 mu lotus pond in Yangjia Town. Agricultural sightseeing parks such as vineyards do not understand that tourists are mainly concentrated in the original Xiang International vanilla Garden and Water Recreation, and the tourism value of agriculture, one of the most important elements in the integration of agricultural travel, has not been fully utilized. The reason may be that the government focuses on promoting international vanilla gardens and happy bowls of water playgrounds, but not enough on agricultural landscapes, which are more representative of rural landscapes. In the coordination degree of rural architecture and landscape C13, the quality of ecological agricultural products C14 and tourism cultural environment C12, tourists' evaluation scores of Yangjia Town were 66.5, 76.0 and 75.5, respectively. It can be seen that the tourists' evaluation of these three factors is not high. When the author investigated and visited the local residents on the spot, he found that most of the rural buildings in Yangjiazhen were European style buildings in order to meet the needs of tourists' wedding photography because of the long construction time and the poor construction quality caused by Rain Water for a long time. The two architectural styles are quite different, so they need to be properly optimized in color collocation or architectural form, so that they can be fully integrated into the rural natural environment. Yangjiazhen

Table 3. Weight of evaluation indexes for the integration of modern agriculture and rural tourism.

| Criterion Layer B | Weight | Factor Layer C | Relative Weight | Final Weight |
|--|--------|--|-----------------|--------------|
| Agritourism Resource Quality B1 | 0.429 | Agricultural natural landscape environment (C11) | 0.325 | 0.139 |
| | | Agricultural tourism cultural environment (C12) | 0.161 | 0.069 |
| | | Coordination degree between Rural Architecture and Landscape (C13) | 0.164 | 0.070 |
| | | Quality of ecological agricultural products (C14) | 0.115 | 0.049 |
| | | Rural amusement facilities (C15) | 0.235 | 0.101 |
| Status of Agricultural Tourism Development B2 | 0.180 | Abundance of folk cultural activities (C21) | 0.215 | 0.039 |
| | | Intensity of agricultural tourism experiential product development (C22) | 0.232 | 0.042 |
| | | Development intensity of homestay and catering (C23) | 0.186 | 0.033 |
| | | Proportion of the villagers in the tourism industry (C24) | 0.105 | 0.019 |
| | | The ratio of agricultural tourism income to total income (C25) | 0.262 | 0.047 |
| Modern agriculture and country brigades traveling support bar piece B3 | 0.392 | The degree of perfection of the road traffic system (C31) | 0.261 | 0.102 |
| | | The perfection of public service facilities (C32) | 0.127 | 0.050 |
| | | Types of marketing channels (C33) | 0.110 | 0.043 |
| | | Tourism service attitude (C34) | 0.219 | 0.086 |
| | | Government financial input (C35) | 0.285 | 0.112 |

cultural environment has not been deeply excavated, the more representative is Yangjiazhen sericulture culture and Longwangdong temple fair culture, in the questionnaire survey, we can understand that tourists' recognition of Yangjiazhen these two cultures is not high. The reason may be that culture-related activities are not carried out enough, such as temple fairs have a specific time to open, other periods of no other cultural activities to fill the vacancy.

4.4.2. Analysis on the Integration and Development of Agricultural and Tourism in Yangjia Town

The weight analysis of **Table 3** shows that the influencing factor of the index layer is the abundance of folk cultural activities C21, the intensity of agricultural tourism experiential product development C22 residential accommodation, the food and beverage development intensity C23, and the proportion of villagers in tourism practitioners C24, the proportion of folk cultural activities C21, the intensity of agricultural tourism experiential product development C22, the food and beverage development intensity C23, and the proportion of villagers in tourism practitioners. The proportion of agricultural tourism income to total tourism income C25 weight value was 0.039, 0.042, 0.03, 0.019, 0.047, while the tourist scores of C21, C22 and C23 were 74.5, 84.0 and 77.8, respectively. C24 and C25 are objective indicators, the author From Yangjiazhen government, it is learned that the proportion of villagers among tourism practitioners is 80%, and the proportion of agricultural tourism income in total tourism income is 75%.

Field research shows that after Yangjiazhen vigorously promotes the integration and development of agriculture and tourism, folk cultural activities not only hold temple fairs every year, but also add all kinds of flower festivals and other related fruit picking festivals. However, the timing is mainly concentrated in January-March, June-August and November-December, and there are significant differences in tourist reception in the off-peak season, so Yangjia Town may

need to make corresponding adjustments in the timing of the event planning. From the point of view of accommodation and catering development, tourists' evaluation of residential accommodation and catering in Yangjia Town is 77.8 points. The author finds that there is no significant difference between Yangjia Town residential accommodation and ordinary hotels, and there are no rural residential buildings. Atmosphere, and catering in the creation of a characteristic diet still needs to be further improved. From the point of view of the proportion of villagers among tourism practitioners, the proportion is about 80%. It is understood that agricultural tourism in Yangjiazhen is engaged in agricultural management and related maintenance work for local residents, except for professional and technical personnel. The problem of employment in the vicinity of some villagers has been solved. From the proportion of agricultural tourism income to total tourism income, agricultural tourism income accounts for a large proportion of total tourism income.

4.4.3. Analysis of Driving Factors of Agricultural and Travel Integration in Yangjia Town

The driving factors of agricultural and tourism integration are mainly discussed from five aspects, namely, the perfection of road traffic system C31, the perfection of public service facilities C32, the type of marketing channel C33, the attitude of tourism service C34, and the government financial investment C35. The final weight of these factors is 0.102, 0.050, 0.043, 0.086, 0.112. It can be seen that the financial input of the government and the degree of improvement of road traffic facilities are one of the indicators that can reflect the current situation of the integration and development of agricultural and tourism. According to the relevant information provided by the government and the views of tourists and local residents on these five aspects, the comprehensive evaluation scores were 80 points, 75 points, 55.1 points, 65.5 points and 85 points, respectively.

The relevant data show that from 2016 to 2018, Yangjiazhen's financial investment in agricultural tourism was 778 million yuan, 914 million yuan and 601 million yuan, respectively, and the intensity of capital investment increased at first and then decreased. It shows that the early construction of Yangjia Town agricultural and tourism integration has been basically completed, and is currently in the stage of steady improvement. In terms of road traffic facilities, Yangjia Town's external roads, such as Mianzhong Highway and Mianxi Expressway, can basically meet the needs of tourists, while Yangjia Agricultural Travel Integration of the internal roads and interrelated roads are still in the planning and construction stage, and the lack of close traffic links in each tourist area has become one of the main factors hindering the development of Yangjia Town Agricultural and Tourism Integration.

5. The Existing Problems and the Improvement Measures

The ultimate goal of the integrated development of modern agriculture and rural tourism is to maximize the added value of agriculture, increase the vitality of ru-

ral areas and help the revitalization of rural areas. According to the present situation of the integration of modern agriculture and rural tourism in Yangjia Town, there are the following problems:

In terms of publicity and government financial investment, Yangjiazhen, a tourism product directly related to agriculture, is more inclined to Happy Bowl Recreation Park and Yuxiang International vanilla Park, two major tourism projects with pleasure facilities as the theme. This results in the imbalance of the development of agricultural tourism resources in the integration of agricultural tourism.

Yangjiazhen's additional tourism activities such as picking experience, farming experience, agricultural cultural perception and other planning efforts are not enough, and the additional functions of agriculture have not been deeply excavated.

The tourism projects in Yangjia Town Agricultural Travel Integration area are mainly concentrated in four areas. These four areas are not closely related to and connected with each other, and there is no more systematic tour route, resulting in tourists staying in Yangjia Town for a short time. The tourist value of each tourism project has not been fully utilized.

In view of the above problems, the author suggests that in the planning of tourism product system, Yangjiazhen should be taken as a whole, make a more perfect tourist tour route, put more attractive tourism products such as lotus, grape as the theme of agricultural sightseeing park on the main road nodes, increase the sericulture cultural experience center and hold mulberry fruit picking festival and silk related experience activities, and increase the sense of participation of tourists. In addition, the use of self-media platform to promote Yangjia Town rural tourism characteristics of agricultural products and rural culture, Yangjia Town tourism awareness. Finally, excavate the characteristic agricultural industrial chain of Yangjia Town (such as mulberry fruit processing, silk production, wine making technology, etc.) In 2005, to provide more employment opportunities for local residents, help farmers to work nearby, retain homesickness, rural appearance, help rural revitalization.

6. Conclusions and Discussions

This paper selects the quality of agricultural tourism resources, the development of agricultural tourism and the supporting conditions of agricultural tourism as the elements to evaluate the present situation of the integration of agriculture and tourism, constructs the evaluation index system of the integration of modern agriculture and rural tourism, and takes Yangjia Town of Mianyang City as an example to carry out an empirical study.

The balanced development of tourism and agriculture determines the vitality of rural tourism. It is advisable to not only consider the construction of urban tourism products or recreation facilities, but also pay attention to the value of the unique environment system in the countryside. The relevant management

departments shall also consider the capital investment.

The integration of agriculture and tourism has the most obvious impact on local residents. The economic effects of tourism have changed the traditional income model and the original living environment of farmers. It is worth thinking about how to build tourism facilities and tourism products on the basis of retaining the rural style and features.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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