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The connotation interpretation of high-efficiency agriculture under the perspective of a combined agriculture with tourism

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Abstract: Through literature review, the article points out that the existing of the high-efficiency agriculture definition is limited to results oriented thinking, apparently lack of process oriented thinking. Combined with the connotation of fusion agriculture and tourism, respectively from the time and space utilization efficiency, cash cost, elements of input and output form, etc, gives high-efficiency agriculture a new connotation. Under the perspective of a combined agriculture with tourism, efficient use of time and space, low realized cost, less costs and output form of agriculture, this is highly effective agriculture.

1. Introduction

Studies of high-efficiency agriculture in our country, had evolved from the initial basic definition to the specific application and technology research [1-2], but nowadays the research of theory and practice of thriving industrial convergence [8-9] showed that the concept of efficient agriculture, also not only owing to view of the first industry category, in different context, the connotation of expression also should be adjusted accordingly. early in the 1990s, it has gradually become clear [2], In the early 1990 s, domestic definition of high-efficiency agriculture had been gradually clear, but with the change of The Times, its connotation has been evolving, especially industry also need clear concept to guide practice, therefore, under the background of the fusion of agricultural and tourism industries, it is necessary for high-efficiency agriculture connotation to new interpretation.

2. Concept for high-efficiency agriculture

As an agricultural country, China has a long history of paying attention to high-efficiency agriculture. Chen Zhennian (1983) based on the holistic perspective, points out that the agricultural system consists of three branches, the ecosystem, the economic system and the technical system, and stresses that we should strengthen and consolidate the ecological system and actively give play to the role of technology system of positive feedback, otherwise unable to build economic and efficient agricultural system [1]. Although Chen has defined the agricultural system as a whole, his definition of effectiveness is only economic. Since 1992 the state council decided to start the high-yield, better-quality and high-efficiency development agriculture, "Two highs and one better" agriculture has become a hot topic in China, For most people, "efficient" agriculture is only about economic efficiency and not the efficiency of resource utilization Li WeiMin (1993) clearly pointed out that only by the high economic efficiency to define efficient agriculture is poor, high efficient agriculture should



be based on resources high efficient utilization, and stressed that a country or a region should make full use of comparative advantage to improve the efficiency of resource utilization, so as to achieve efficient [2]. This explanation is more comprehensive than previously stated on the connotation of efficient agriculture, but it also focuses heavily on the economic benefits. Huang (2003), in the concrete operational level discusses how to improve the utilization rate of resources to construct efficient agriculture pattern of the waterlogged land and can reflect three kinds of comprehensive benefit [3]. Dong and Wang (2005) also made systematic research on the high-efficiency agricultural model of rainwater-collecting irrigation in dry area, based on the logic of this discussion [4]. With the further development of industry practice and the deepening of the related studies, studies of high-efficient agriculture is becoming more and more prominent industrial convergence thinking. For example, the definition of high-efficient agriculture and the idea of efficient agricultural development are fully embodied in the three-product fusion concept [5]. Huang's research on the development of efficient agricultural development in Guizhou province clearly reflects the concept of agricultural and tourism integration [9]. In the field of practice, the technology application research how to improve the utilization rate of resources in order to improve the economic benefits, social benefits and ecological benefits of agriculture continues to be going deep [7]. To sum up, the theoretical world's understanding of efficient agriculture is based on results-oriented logic. Although since 1995 in the "high-efficient agriculture", the understanding of "benefit" has been more comprehensive, but finally, economic efficiency as the main measure, and apparently tend to realize the social benefits and ecological benefits are through the final economic benefits. Obviously, the process gains are largely ignored. Agricultural operation of the system is a continuous process, but only focus on results, High efficiency in efficient agriculture should be a comprehensive and focusing on process benefits. Next, we will give a new interpretation of the connotation of high-efficient agriculture based on the integration of agriculture and tourism.

3. High-efficiency agriculture based on the integration of agriculture and tourism

3.1 The basic connotation

The integration of agriculture and tourism is the embodiment of industrial convergence concepts, It is based on the agricultural system, and it is incorporated into the industrial integration form of the value creation function of the tourism industry in the agricultural system. Because of the tourism industry correlation degree is high, so naturally possess strong fusion, from the perspective of the system, it is including product, technology integration, enterprise integration, market integration and system integration and so on form and function [8]. The essence is to deconstruct, reorganize and extend the value chain of two industrial value chains in agriculture, and focus on the expansion of new profit increment points. In other words, there is a natural coupling between tourism and agriculture. Tourism provides an opportunity for agriculture, expanded the development platform, at the same time, the agricultural industry chains are effectively extended and the value of the resources of agriculture is taken to an extreme. Provide platform and market for agriculture, resources and space for tourism, and achieves the resource optimization configuration, each other to build a new type of integration industry chain of agriculture and tourism [8].

3.2 The effect of tourism

In the practice of agricultural and tourism integration, clear division of roles between agriculture and tourism, which embodies the fundamental status of agriculture, and tourism is mainly reflects its functionality. The foundation is in agriculture, the power is in the tourist industry, the agriculture is made by the tourist industry, and the tourism industry is prosperous by agriculture. In other words, the effect of tourism is to efficiently improve the agricultural comprehensive benefit, namely the effective promotion of agricultural economic benefits at the same time reflect good social benefit and ecological benefit. Only on the surface is the combination of the first and the third industry, but also contains the first and the second industry and the second and the third industry, including catalytic role is belong to

the third industry of tourism. That is to say, not only expand value point of profit of the agriculture and tourism fusion, also extends industry value chain, also in virtually led to the second industry such as the agricultural product processing industry development effectively. And the developments of the industry, in turn, promote the effective improvement of agricultural product added value, implicit economic benefit, social benefit and ecological benefit is self-evident.

3.3 High-efficiency agricultural connotation interpretation

3.3.1 Efficient use of time. According to the conventional explanation of efficient agriculture, the economic benefits of agriculture can only be realized in the end. But in the context of the integration of agriculture and tourism, finally to converted to cash all the way, all inputs can be converted into a valid output in the shortest possible time, fully embody the efficiency of resource utilization. Based on time use Angle, crops are bound to experience a process from seed to grow to maturity, according to traditional agricultural practice, must after a harvest to achieve economic and social benefits, and the premise is no any catastrophe, otherwise unable to reflect economic benefit. but in the context of fusion, profits generated link tourism are countless, for example, visitors can experience farming, experience nursing in the process of crop growth in the field, also can experience harvest their crops and follow links such as raw agricultural products. Will be productive development, the farming link can effectively reflect all the links of agriculture income thus greatly reduce the production risk, also greatly enhance the economic income of farmers.

3.3.2 Efficient use of space. The function of tourist reception is to convert the resources of tourist destinations to economic advantages. In other words, tourism can effectively monetize the resource, thereby actively promote the social economy and indirectly improve the social benefit. The consumption of tourist activities is readily available. Essentially, the conversion rate of the economic value of the space resource is reached to the limit. According to the traditional scenic tourism activities of thinking, only a few scenic spots itself and the surrounding area to reflect different levels of economic value, The rural tourism, the integration of agriculture and tourism reflects a kind of non-scenic thinking, any corner of the rural area may be of value in different degrees or different forms of tourism activities. The integration is that tourism gives energy to the rural space; its purpose is the efficient use of every space.

Based on the spatial utilization Angle, the traditional agricultural context should be farmland or mountain area, because all crops can grow only in fields. In the context of fusion, the home field is not only the field, but the whole country. since the boundaries between agriculture and tourism industry has been blurred even disappear, all farming activities can be a tourism resources, can be productive development, all scenarios can be used as object of tourism experience, can be implanted into tourism function, at the same time, any place could because of different forms, different levels of tourism activities and generate considerable economic benefits. From the resources point of view, as long as the tourist resources can be attractive to tourists, the economic benefits can be achieved through tourism development. At the same time, the social benefits are derived and the ecological benefits are guaranteed, which is the powerful function of the integration of agriculture.

3.3.3 The cost of monetization is lower. It takes a certain amount of cost to liquidate the resource, and it depends entirely on the existence of the means of monetization. The practical significance of the integration is more than the effectiveness of the liquidating of resources. With travel, agriculture is relatively easy to cash in. The remarkable feature of tourism, unlike agriculture, is that the value of its products is not based on traditional goods. the circulation cost of the product is completely tends to zero. In addition to the advantages of the circulation cost, the agricultural development in the context of the integration depends on the development of modern network and communication technology. The rapid spread of business forms such as e-commerce and wechat business in recent years also led to the lowest cost of agricultural sales in the traditional sense. By platform, the cost of sales of

traditional agricultural products, at the same time experience and can effectively enhance the agricultural product market of comprehensive income.

3.3.4 Less inputs. According to the economic knowledge, to achieve the highest economic benefit, we should try to minimize the cost of input, which is to minimize the cost of inputs. In the context of the integration, Farmers brigade fusion of the context ,less agricultural inputs, It's not just the amount of stuff that's being spent, but the amount of money, people, technology, time, and so on. Some elements even there is no additional inputs, because of nature fusion between agriculture and tourism. For the development of the productive farming activities, for example, even if no tourists, agricultural production activities are a normal part of agricultural production, but in order to meet the demand of tourists experience, daily farming work activities can be conveniently developed or packaged into farming experience tourism products. For farmers themselves, time cost of this item can be neglected, actually farmers no habit of time elements as a cost to consider in China. As for the human input, the farmer's own labor input is not accounted for, according to the general cost calculation method of the countryside. Technology, as a result of the rural tourism reception work itself does not exist many technical requirements, no additional input, Even with modern marketing techniques such as WeChat, there is no need for big equipment, and there is almost no additional input.

3.3.5 Various forms of output. The agricultural output in the context of the integration of agriculture and tourism, which contains both tangible output and intangible output, is two categories. Tangible outcomes such as eco-organic produce, intangible outcomes such as farm work experience, peasant life experience, and rural ecological experience. Tangible ecological organic produce contains both planting class product, also contains the output breeding, these agricultural products can be sold at the most primitive form, can also through processing, through the organic combination of the first and second industry interaction enhance value-added agricultural products, can also with the village dining way such as reception, through the organic combination of the first industry and the tertiary industry in situ increase tangible economic added value of agricultural products, of course you can also use of the industrial tourism product development, through the organic combination of the second industry and the tertiary industry will produce processing into different types of experience tourism products. All these operations can greatly improve the utilization of rural resources and improve the overall efficiency of agriculture.

Experiential tourism products are already part of intangible output. The term "tourism product" is more of an academic expression, and it may be easier to understand the term "tourism project" instead. Development of farming work experience tourism projects is the productive development, pure farming work, with travel, to derive more value-added profit points instantly. The development practice of peasant life experience type country tourism project embodies the sharing idea, the expression is called space sharing, the expression of abstraction is the culture sharing. Foreign country tourists through the sharing of life, fully feel the countryside culture, in-depth experience farming civilization, at the same time, through the value of the foreign tourists witness fully embodies the modern value of rural culture and virtually up the culture of the broad masses of farmers confidence, for the transmission of the farming civilization heritage to create a solid base.

4. Conclusions

High-efficiency agriculture under the perspective of a combined agriculture with tourism, which embodies the process-oriented thinking in general, also embodies the idea of industrial fusion. Only by effectively integrating agriculture and tourism, can effectively create a lot of new profit growth points. If farming experience tourism product development activities is called production development, as embodied in the value chain extension and travel industry chain development of the agriculture integration should call link type development, the essence is to realize the diversification of rural resources of monetization. Refer to high efficiency agriculture, more emphasis on technology to boost agricultural productivity, believe that only the wide application of modern technology to achieve the

aim of efficient agriculture m, modernizing agricultural production with technology is essentially facilities agriculture, which is not the equivalent of high-efficiency agriculture. In this paper, efficient agriculture pays attention to the efficient utilization of resources, which effectively improve the utilization rate of resources, and there is no absolute correlation between modern technology application and high and low resource utilization, sometimes there is no correlation. High-efficiency agriculture under the perspective of a combined agriculture with tourism is the modern agriculture of time-space utilization, low cost of cash, low cost input and more forms of production.

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