

Original Paper

Research on the Integrated Development Mode of Pastoral Agriculture

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Abstract

As an emerging thing different from traditional agriculture, the pastoral complex covers a wide range. This paper mainly designs the agricultural landscape under the concept of the pastoral complex to create a more attractive park, attract more tourists to travel and consume here, develop the local economy, improve local income, and promote the implementation of the rural revitalization strategy in the local area. This paper combines theory with practice, broadens the application methods and theoretical framework of the design of rural complexes, has specific reference value for the research of the design of rural complexes, is conducive to the construction of rural landscapes and the protection of rural ecology, arouses people's re-examination of the construction of rural landscape, and has specific theoretical and practical significance for the development of rural landscape and the implementation of rural revitalization strategy.

Keywords

Pastoral complex, Agricultural landscape, Integrated development

1. The Background

Rural construction has always been a critical field of national construction. The development and change of rural areas can reflect the course of social development and change and is an essential cornerstone of social and economic development. Nowadays, with the continuous development of society, rural development is also in transition, and the revitalization of rural areas is the general trend. Since the founding of New China, China has made a series of gratifying achievements in the process of socialist construction. Along with the pace of reform and opening up, our national life has made a qualitative leap. However, along with the rapid development of the economy, China's industrial structure is constantly optimized and upgraded, urban development is increasingly rapid, but rural

development has been stagnant, and urban and rural development has appeared new bottlenecks.

The imbalance between urban and rural development in China has become an important factor restricting the balanced development of the economy. The problem of urban-rural difference has been attached to great importance by the country, mainly reflected in the gap between urban and rural residents' income, education, medical care, consumption, employment and government public investment. The enormous social gap leads to a massive difference in the happiness of urban and rural residents. Due to the vast difference in social input and industrial structure, farmers cannot increase their income simply by agricultural production due to the restrictions of rural, regional conditions. Under such circumstances, more and more farmers go to cities to earn money to support their families, resulting in a significant decrease in the number of farmers working in agriculture and more farmland being shelved.

Therefore, it is better to narrow the gap between urban and rural areas to balance the development of urban and rural areas. It is necessary to vigorously develop modern agriculture and rural tourism to continuously bring economic and cultural benefits to rural areas and promote the development of rural areas. Through the way of urban and rural interaction, urban and rural populations can travel to rural areas for tourism development, Experience natural agriculture, integrate urban and rural economies, utilize the characteristic rich resources of rural areas for integration, attract urban population to rural areas for tourism, development, study, etc., truly achieve urban-rural integration, and constantly narrow the gap between urban and rural areas.

With the social and economic development, the national income of our country is higher and higher. At the same time, the increase also has tremendous work pressure, performance, promotion and family trapped people in the cities; in the process of urban development, the problem of urban disease become more and more serious, traffic congestion, severe haze, food safety and other issues are related to people's survival interests. More and more people yearn for freedom and think, "The world is so big, I want to go out for a walk" in their free time. They want to leave the noisy city and find a natural land to relax quietly and feel nature's beauty. Based on these social backgrounds, more people choose to travel, and the trend of national tourism has been unstoppable. In this era of tourism and experience economy, people's needs have also changed, and their needs have gradually diversified. People's needs have changed from appreciating the local environment initially to wanting to experience and participate in it rather than just being a spectator. To guide the healthy development of rural tourism, modern agriculture and rural construction, the government has promulgated a series of policies to promote rural tourism development. With the rapid development of the rural tourism market, people are more eager to participate in the farm labour experience, make art products with local characteristics, play their role in tourism and play, release pressure, relax and get close to nature.

2. Difficulties Faced by the Development of Idyllic Complex

2.1 Lack of Further Integration of Agricultural Resources

The combination of the countryside is an important carrier and support to realize the rural revitalization strategy. It has a vital development significance to comprehensively promote the modernization of agriculture and rural areas. At present, although many new idyllic complex pilots have been newly added in our country in recent years, due to the regional limitations and different development conditions of each region, the construction projects in many rural areas are not of high reference degree, and the construction cost of the idyllic complex is enormous, which can not be done without specific economic strength and help in the early stage. Therefore, much rural development still relies on traditional agricultural resources for construction, mainly for picking vegetables, fruits and flowers, and the need for in-depth resource integration. In addition, because most people need more awareness of pastoral complex, people think that pastoral complex is just a simple upgrade of traditional agriculture. It is only necessary to develop the agricultural sector in different ways. For example, the Nongjialu on the market and the fruit and vegetable picking garden are just a simple upgrade of traditional agriculture and only use part of the resources to achieve a certain period of financial promotion. Such development is only temporary and has temporary economic benefits, which could be more conducive to long-term development and lead to the waste of agricultural resources.

2.2 Lack of Deep Cultural Exploration

The pastoral complex is based on agriculture and integrates the characteristic local, natural, cultural, and other resources for integrated and comprehensive development. Therefore, the distinct local culture must be deeply excavated and integrated into the design to develop it further. To ensure the productive output of the economy, it is also necessary to deeply explore and display the culture. But our country's current development happens to lack essential cultural elements because the local government and villagers do not have a clear understanding of the importance of cultural export and its added value in the publicity of its own natural culture, but ignore the importance of the spiritual culture, so the mining of culture at present only on the surface, do much the same thing, The lack of a regional identity is, at present, too superficial a development.

3. The Concept Definition

3.1 Agricultural Landscape

The world's most extensive agricultural landscape refers to the agricultural area composed of various elements that can become people's aesthetic objects. The sum of the external features of agriculture. Because of its explicit objective form, people can perceive and understand it to achieve the aesthetic effect of emotional pleasure. Its core lies in the organic combination of artificial and natural landscapes, constructing artificial landscapes according to local conditions based on the existing agricultural landscape to realize the harmonious coexistence of humans and nature. The agricultural landscape gives the traditional urban landscape space the function of production, makes it more prosperous, and

further meets the material needs of human survival and life. In addition, it continues the ancient agricultural civilization, inherits a country's farming culture, increases the richness of the landscape, and satisfies the spirit of human survival and life.

3.2 Pastoral Complex

The concept of "pastoral" has a long history. The public has explored and summarized it from ancient Chinese and modern Chinese dictionaries and summed up three explanations. The first explanation is farming, which is the most primitive understanding. The second is gardens and fields, which people further subdivide through daily life after a development period. The third is countryside country, which is a larger concept. "Idyllic" in the idyllic complex can be understood as creating an idyllic space atmosphere through the interference of human behaviour, causing people to associate and resonate as if they were in the countryside and fields. "Complex" was first proposed in the field of architecture. The term "pastoral complex" first came from a paper published by Zhang Cheng, the founder of Pastoral Oriental. Then the landscape planning and design project under the mode of the pastoral complex was implemented in Yangshan, Wuxi. The definition of the pastoral complex is interpreted in the No. 1 central document as "supporting conditional rural construction with agricultural cooperatives as the main carrier, allowing farmers to fully participate and benefit, and building a pastoral complex integrating circular agriculture, creative agriculture and farming experience". The pastoral complex combines pastoral landscape and agricultural production, pastoral Experience and sightseeing, and comprehensive development in many aspects. It is also in the pattern of urban-rural integration, conforming to the current structural reform of the rural supply side and the development of new industries, combined with the rural property rights system reform. It is a model to realize the new type of urban development, the modernization of rural areas and the comprehensive development of the social economy in China.

The garden complex is based on modern agriculture, the construction of the garden complex, the landscape formed by local agriculture or the landscape design based on the local agricultural industry. It meets the design requirements of the garden complex, which is the in-depth design and embodiment of a critical point of the garden complex design. Policy-oriented, with the government and local farmers as organizers and tourists as participants, using the existing agricultural resources and the rich local natural and cultural landscape, the design content covers many aspects of the design, such as the essential farmland planning, sightseeing routes, accommodation facilities, restaurants, modern intelligent greenhouse and other rich design, covering all aspects of life. Do an excellent job in one aspect and make it a local agricultural landscape name card. Take the first exhibition industry as the lead, vigorously develop the secondary and tertiary industries, and finally carry out the industrial integration and upgrading mode to improve local competitiveness and soft power.

4. The Design Strategies

4.1 People-Oriented, Fit Psychological Demands

People's behavior is the fundamental basis for space design. People-oriented emphasizes people's self-needs. According to Maslow's principle of spiritual hierarchy, the higher people go in their life, the more they pay attention to their spiritual needs. Consider the landscape needs of different populations. In this economic era, "people" are willing to spend money, energy and time to participate in various experience activities, so some parks must understand people's consumption needs. Before the design of parks, much research and evaluation are needed to determine the main consumer groups.

A person's personality is a unique quality produced by factors such as growth environment, education level, age, work income and gender. Personality determines personal preferences and experience needs. The author will analyze the group characteristics and experience motivation of different groups and groups of different ages and design key points by understanding these. The specific analysis is as follows (Table 4.1).

Table 4.1 Analysis of Group Characteristics and Experience Needs of Different Groups

Group	Group character	Needs	Design key points
Parent-child family	Parent-child families mainly focus on child-centred activities and consumption. As children grow up in cities, rarely see rural natural scenery and do not understand some agricultural knowledge, which is not conducive to children's development, so the activities facing parent-child families are mainly to let children experience nature, experience the happiness of farming in the countryside, and participate in farming activities with parents. It has the function of popularising science and education but can also enhance the relationship between parents and children in	Agricultural knowledge popularization; Rural life experience;	In the design, it is necessary to meet children's requirements of entertaining education and entertainment and set up more recreational, educational activities and parent-child interactive experience projects, such as educational amusement parks. Through the completion of the project, some particular play, agricultural picking, such as picking vegetables and fruits, and animal feeding can be carried out. This satisfies children's entertainment and education needs and allows parents to have a sense of participation.

	<p>parent-child interaction.</p> <p>School groups usually come at weekends or during meaningful holidays, or at particular times, with two main aims. First of all, let the students in the countryside have a more ecological understanding of agriculture, learn the basic knowledge and common sense of agriculture, increase the knowledge reserve of students, will not let the students become the kind of people who do not know the five grains; Second, in the village, everyone is generally in the class as the unit, so that students understand the group cooperation, increase the cohesion between the student groups, but also can pull the relationship between teachers and students.</p>		
School group	<p>Enterprise teams are usually based in the office, and team-building activities are carried out on weekends or holidays, mainly to increase the cohesion within the team but also to pull in the relationship between superiors and subordinates and, at the same time to let employees relax physically and mentally, and maintain work efficiency after continuing to work.</p>	<p>Agricultural popular science activities; Agricultural production experience</p>	<p>First of all, do an excellent job in science popularization. Let local farmers lead students to the fields to explain farming knowledge and let students look at the actual crops to deepen the impression among students. Students are allowed to pick agricultural products in groups and cook in teams to exercise students practical ability and teamwork ability, do an excellent job of “teaching through lively activities”, and give full play to the role of the school’s “second classroom”.</p>
Company group		<p>Natural landscape experience; Farm experience activities</p>	<p>For this group of people, it is mainly to let them enjoy the beauty of the natural landscape and breathe the natural air, so the construction of a natural landscape is significant; In addition, we should pay attention to the setting of recreational activities, which can let everyone participate in, such as collective barbecue activities, fishing, picking.</p>

Being people-oriented and satisfying people's psychological needs is essential in constructing the park. By analyzing the psychological needs of different groups and making more reasonable use of the psychological needs of different people, the park provides natural landscape and characteristic experience projects satisfying various tourists, satisfies the physiological and psychological needs of tourists, makes them have more pleasant emotions, and improves the expectation of tourists on rural tourism. Increase viscosity.

4.2 Serve Agriculture, Rural Areas, and Adjust the Industrial Structure

The pastoral complex is to take agriculture as the foothold, adhere to the principle of serving agriculture, rural areas and farmers, and improve the development of agriculture, rural areas and farmers as the construction responsibility. The final destination of the construction of the pastoral complex is rural construction, continuous innovation and upgrading of the agricultural industry, and improvement of farmers' income. The economic level can be improved without uprooting from home. For the construction of the local agricultural landscape, we should adhere to a name, agriculture is the vitality of the countryside, so we should pay attention to the construction of agricultural infrastructure in the design and fully mobilize farmers' enthusiasm.

Please use the rich agricultural resources and natural scenery in rural areas, design a distinctive agricultural landscape, make it competitive, and attract more tourists to local tourism consumption. First of all, the rural areas will be constructed with unique features. After the construction, foreign tourists will be attracted to travel here, where they can go sightseeing, and pick and buy agricultural products, making traditional agriculture full of vitality. Secondly, some agricultural products can be deeply processed while not suitable for direct sale, and many derivative products can be processed to improve their added value. It can not only meet the requirements of tourists but also upgrade the agricultural industry and promote the development of local secondary industries. Based on the agricultural industry, we will vigorously develop tourism and processing industries so that rural areas can eliminate the dilemma of developing mainly by the primary industry and no longer rely on the weather to survive. We will promote the continuous upgrading of the local industrial structure, develop new agriculture and improve the core competitiveness of the region.

4.3 Identify Topics and Dig Deep into Local Resources

Many rural tourism areas are in the market, but parks with core competitiveness can last longer. Therefore, it is crucial to rely on the local agricultural and cultural resources, space and geographical location, and after analyzing the population's needs, to position and determine the theme of the whole park and to carry out construction according to the theme. In this way, the local development can be more focused. The core competitiveness can also be improved by digging deeper into local characteristics. Based on the data analysis, the author summarizes different themes of the park construction, as well as its characteristics and positioning, as shown below (Table 4.2).

Table 4.2 The Characteristics and Positioning Analysis of Theme Park Selection

Type	Theme feature	Theme orientation
Traditional agricultural themes	<p>This type of agriculture is mainly traditional, limited by season and scale and has relatively simple resources. Before the design of the agricultural landscape, the needs of agricultural production should be ensured. Therefore, the activity setting and landscape setting are relatively simple. It is a simple sightseeing tour, mainly appreciating the large-scale agricultural landscapes and experiencing nature. This theme is found in many places, competitive and easy to replace.</p>	<p>This theme is mainly agriculture+ other activities, such as agriculture+ sightseeing, agriculture+ outdoor theme, and agriculture+ cultural creativity, mainly in meeting agricultural production to carry out simple outdoor activities, such as sightseeing, photography, and outing.</p>
Emerging technology agriculture theme	<p>This type of theme mainly relies on advanced scientific and technological means and professional agricultural facilities, combines agriculture and high technology, attracts people's attention with "novelty", uses advanced technology to meet people's uncommon agricultural planting, has a specific scientific research and development function and widespread science education nature.</p>	<p>The theme positioning is mainly a new agricultural base + sightseeing tourism. Here can carry on the new product research and development of agricultural products and can also carry out education and science popularization, using modern means to develop new agriculture.</p>
Natural agriculture leisure landscape theme	<p>This theme is mainly based on the local natural landscape and agricultural production landscape. The region is strong and rich in natural resources. However, due to its varied terrain and inconvenient transportation, local development is difficult to a certain extent, and the development is limited without damaging the local ecology. But because of nature's uncanny artistry, this kind of landscape is evident.</p>	<p>The central positioning is health tourism + agriculture. Mainly come here to appreciate the rich natural landscape and feel the natural air, which has a specific health.</p>

In general, determining the design theme can increase the sightseeing value and interest and increase the local "soft power" in a form. No matter what kind of theme can let people who have been in the city for a long time out of the city, into nature, feel nature, experience the beauty of nature, and give people

an unforgettable and pleasant experience.

5. Conclusion

The pastoral complex connects modern agriculture, agricultural production and processing and leisure tourism, upgrading the original simple and low-benefit traditional agriculture to modern agriculture construction. Through the integration and innovative development of resources in the system, policy, business and culture, the rural industrial structure is promoted to upgrade constantly, and the industrial structure based on primary industry production -- simple agricultural production in the past is transformed into a combination of three industries, to achieve industrial transformation and upgrading. At the same time, it conducts research on primary agriculture, constantly launches new products, improves the competitiveness of rural areas, and attracts higher-end talents to give play to their talents in rural areas.

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