Coupling and Coordinated Development of Agriculture and Tourism in Anyang City under the Background of Rural Revitalization

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Abstract: The 19th National Congress of the Communist Party of China put forward the strategy of rural revitalization, demanding that the development of agriculture and rural areas should be given priority, and rural revitalization should be promoted in an all-round way. This has brought new opportunities and hopes for rural development. All parts of Anyang City are also actively implementing the policy of the rural revitalization strategy, speeding up the industrialization of agriculture, adjusting the rural industrial structure, and constantly exploring the industrial model to revitalize the rural economy. The tourism industry in Anyang has developed rapidly in recent years and has become a strong driving force for regional economic development. In the context of the rural revitalization strategy, the coordinated development of the coupling of agriculture and tourism has pointed out the direction for the revitalization of the rural economy.

1. Overview of Agricultural Development in Anyang City

Anyang City is located in the transition zone from the Taihang Mountains to the North China Plain. The land is fertile, rich in grain, cotton, oil, vegetables and other food crops. In 2019, the grain planting area was 8.489 million mu, the total grain output was 3.761 million tons, and the agricultural added value was as high as 19.8 billion yuan. The main food crops are wheat, corn, soybeans, peanuts, etc. Neihuang County, Tangyin County, and Anyang County are the main farming areas.

Since 2009, Anyang City has continuously increased its support for the development of agricultural industrialization, and has listed the development of agricultural industrialization as one of the city's five key projects, and the development of agricultural industrialization has a good momentum of development. As of 2019, the city's leading agricultural industrialization enterprises have grown from less than 100 to 408, with sales revenue reaching 14.5 billion yuan. With the
development of leading enterprises in agricultural industrialization, the development of related small and medium-sized enterprises has led to the clustering development of relevant small and medium-sized enterprises, and the effects of agricultural economies of scale have gradually emerged, and the development of agricultural industrialization in Anyang has reached a new level.

Although Anyang City has made great efforts to promote high-quality agricultural development in recent years, the agricultural economic situation is stable. However, with the needs of regional economic development in Anyang City, construction land for road expansion, afforestation, industrial clusters, real estate projects and other construction land occupy a large amount of agricultural land, resulting in a continuous decrease in the area of arable land and the sown area of agricultural products.

In recent years, the needs of urban economic construction and development have promoted the urbanization of Anyang City. The urbanization rate of the city has increased from 38.60% in 2010 to 53.25% in 2019. The reason for the increase in urbanization rate is population migration. On the one hand, due to the expansion of urban construction, some rural areas on the fringe of cities have been included in the urban map, and farmers have lost their cultivated land; On the other hand, the price of agricultural materials and labor costs have been rising year by year. Compared with agricultural production, the wages of enterprises around the urban area are more attractive.

Figure 1. The per capita disposable income of residents in Anyang City (Unit: Yuan)

As shown in Figure 1, from 2010 to 2019, while the per capita disposable income of both urban and rural residents in Anyang City has shown an upward trend, the gap between the two has also gradually expanded and is also on an upward trend. Increasing the income gap between urban residents and rural residents to make the wishes of farmers engaged in agricultural production has declined. The root cause is engaged in agricultural production economic efficiency requires further improvement. Therefore, the integration of agriculture and industries, and seek common development path, to enhance the economic efficiency of agriculture, promotion of rural revitalization strategy is imperative.

2. Overview of Tourism Development in Anyang City

Anyang City has rich historical and cultural tourism resources. There are 2 state-level cultural relics protection units, 36 provincial-level cultural relics protection units, and more than 200 city and county-level cultural relics protection units. There are the world’s largest Oracle archives and Simuwuding; China’s first female general,
Fuhao Cemetery, Lingquan Temple, Ximen Doctor’s Temple Stele and Song Dynasty Zhoujintang Stele; there are ancient buildings in the Ming and Qing Dynasties The city’s god’s temple, Yuefei Temple, and the Bell Tower; the most important thing is that there is also a national key cultural relics protection unit and my country’s earliest ancient capital-Yin Ruins. Its natural resources are also unique.

As it is located at the junction of the four provinces of Shanxi, Hebei, Shandong and Henan, the Beijing-Guangzhou Railway Line, Beijing-Zhuhai Expressway, and National highways 106 and 107 run through the north and south. The unique location advantage has established its strategic position of connecting east to west and connecting south to north. With the implementation of the "Rise of Central China" strategy, Anyang's tourism resources have attracted more and more domestic and foreign tourists for sightseeing. In 2019, the number of domestic tourists received by Anyang City reached 49,678,200, and the total tourism revenue was 60.31 billion yuan, accounting for 21.17% of GDP in the same year, and this proportion continued to increase. It can be seen that with the improvement of people's living standards, tourism consumption demand is becoming stronger. In addition, with the rapid economic development, the acceleration of urbanization, the further improvement of statutory holidays, the national implementation of paid holidays, and the residents have money and leisure. With its unique natural resources and cultural and historical resources, Anyang's tourism has developed rapidly in recent years and has become a new driving force for regional economic development.

3. Problems in the Coupled Development of Agriculture and Tourism in Anyang City

3.1 It is Difficult to Integrate the Functional Work of the two Sectors of Agriculture and Tourism

Although the coupling development of agriculture and tourism is an industrial development model recognized by both the agriculture and tourism industries, the coupling process of agriculture and tourism involves multiple government departments. The agriculture department and the tourism department belong to different units, and each unit has its own work. The agricultural department is responsible for comprehensive agricultural development, agricultural product marketing and farmhouse management, and the tourism department is responsible for the planning, construction, and operation management of the scenic area. At the intersection of the two industries of agriculture and tourism, the current management system is scattered, there is no unified leading and coordinating department, and a joint force for advancement has not been formed.

3.2 Inconsistent Planning between the two Sectors of Agriculture and Tourism

Although Anyang City has formulated the development plan related to poverty alleviation during the 13th Five-Year Plan, its content involves not only agricultural development plans, but also tourism development plans, and design considerations for the intersection of the two, Such as advocating the vigorous development of agricultural tourism, ecological tourism, folk tourism, cultural tourism, leisure tourism, red tourism, etc., but there is no forward-looking and systematic special plan for the integrated development of agriculture and tourism in the whole region, and it is basically in a state of self-development. The industrial layout needs to be improved.
For example, farmhouses and homestays are mainly operated and managed by farmers spontaneously, and they have greater blindness and randomness in project development.

3.3 Agricultural and Tourism Integrated Products Lack Brand Awareness

According to statistics, Anyang City has nearly 500 tourist attractions including historical sites. Among them, there are 3 5A-level scenic spots including Yinxu, Taihang Grand Canyon, and Hongqi Canal, 13 scenic spots above A-level, 2 national cultural relics protection units, 36 provincial-level sites, and more than 200 city-county-level sites. The quality of agricultural products in Anyang is also very high, rich in wheat, corn, soybeans, millet, peanuts, and Chinese pepper. However, compared with the surrounding cities of Anyang, there is currently no well-known agricultural product brand. The coupling degree of agriculture and tourism is not deep, and it has not promoted the development of related industries. The coupled products of agriculture and tourism have no brand effect and are not very attractive to consumers. Related coupled industries have not been clustered locally, and it is difficult to exert scale effects. Leading to insufficient motivation for regional economic development.

4. Countermeasures and Suggestions for the Coupled Development of Agriculture and Tourism in Anyang City

4.1 Scientifically Formulate Integration Plans and Improve Cross-border Governance Mechanisms

The integration of agriculture and tourism is a systematic project that requires the concerted efforts, coordination, linkage, and joint advancement of all departments at all levels. The Anyang Municipal Government should establish a high-standard, departmental coordination leading group for the integrated development of agriculture and tourism from the perspective of regional tourism. Clarify the responsibilities of the lead department and related departments, and specifically undertake the organization and coordination, technical guidance, and supervision and inspection of the integration of agriculture and tourism. And communicate with relevant enterprises in a timely manner to form a working mechanism of coordination and co-management.

4.2 Innovate Characteristic Agricultural Tourism Brands and Promote the Development of Industrial Linkage

Anyang is located at the junction of the four provinces of Shanxi, Hebei, Shandong and Henan, with a long cultural history and rich connotations, including farming culture, historical culture, folk culture and other cultures. The coupling of agriculture and tourism in Anyang City must combine farming culture with tourism culture represented by humanities and history, and on this basis, deeply explore the local rural people and farming culture, integrate regional characteristics, and combine the construction of beautiful villages. Efforts will be made to develop agricultural and tourism integration industrial clusters, characteristic towns, modern farms and boutique landscapes. At the same time, through various forms such as folk songs, folk songs, solar terms, etc., amplify the publicity effect and cultivate a number of
well-known agricultural tourism brands. In addition, it is necessary to accelerate the deep processing of agricultural products and the construction of regional brands, organize and screen a batch of agricultural products with local characteristics and market prospects for key support, and transform agricultural products into tourist destination commodities.

4.3 Improve the Infrastructure and Upgrade the Level of Farm Tourism

For a long time, the pace of rural infrastructure construction has lagged behind that of cities, which has led to people's inertial thinking about the countryside being "dirty, chaotic, and poor." An ecologically livable village appearance and complete infrastructure can visually improve people's traditional impression of the countryside. It is recommended that through the integration of beautiful villages, poverty alleviation development, rural roads and farmland water conservancy and other agricultural project funds, overall planning and use, increasing investment in the construction of agricultural scenic spots and infrastructure and public service facilities along the route, while focusing on details to improve the rural environment and improve Rural public toilets, scenic spots, signs, etc., create good conditions for the integrated development of agriculture and tourism.

References