

Research on the Integrated Development of Ecological Agriculture and Tourism Industry in Daqing

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Abstract

Huji Tumo Town is located in the center of Dulbert County. It has an advantageous geographical location, with 6 administrative villages and 14 natural villages, with a total area of 417 square kilometers and a total population of 11.132 million, of which the Mongolian population accounts for 61%, reaching 0.6823 million. The local resources are abundant, the grasslands are vast, the lakes are numerous, and the folk customs are simple. The Amata Peninsula tourist resort has begun to take shape, providing a broad prospect for folk tourism and attracting many tourists. Although there are more villages and villages in Huji Tumo Town, in the face of more tourism resources, only the tourism atmosphere of the Amata Peninsula tourist resort has formed, and other villages are still underdeveloped. This article uses it as an example to carry out ecological agriculture and tourism industry integration planning.

Keywords

Tourism industry; Ecological agriculture; Development.

1. Introduction

The tourism industry is a rising industry in the 21st century. The country attaches great importance to the development of the rural tourism industry. The report of the 18th National Congress of the Communist Party of China proposes a "beautiful countryside" to build a new socialist countryside that can withstand green mountains and rivers, and remember beautiful homesickness; 2016 the first document of the year highlighted that rural leisure tourism agriculture and the green food industry are effective ways to solve the "three rural issues". The state should increase the construction of new rural areas, and emphasize the development of leisure and vacation, tourism, health care and old age, creative agriculture, etc., relying on resources such as green mountains and rivers, rural scenery, and local culture in rural areas to make it a new pillar industry for the prosperity of rural and wealthy farmers. The 2019 Central Government Document No. 1 of the Central Committee of the Communist Party of China and the State Council's Opinions on Adhering to the Priority of Agriculture and Rural Development and Doing Well the Work on Agriculture, Countryside, and Farmers continued to point out that deepening agricultural supply-side structural reforms, resolutely winning the battle against poverty, and comprehensively promoting rural rejuvenation. This shows that the country attaches great importance to the development of tourism industry and ecological agriculture, and the integration of ecological agriculture and tourism industry has become a general trend. The so-called ecological agriculture (ECO) refers to modern and efficient agriculture with high economic, ecological and social benefits by applying modern scientific and technological achievements and modern management methods in accordance with ecological and economic principles. With the acceleration of China's urbanization and rapid development of transportation, the development space of ecological agriculture will be further deepened. Strengthening the integration of ecological agriculture and tourism in Daqing has not only received great attention from the government of Daqing, but also universal support from all walks of life. Therefore, the integration between

ecological agriculture and tourism in Daqing has its necessity and is also the current The urgent task of ecological and tourism economic development.

2. Status and Problems of Resource Development and ecological Agriculture Tourism Development in Huji Tumo Town of Daqing City

2.1 Tourism Development Status of Huji Tumo Town

Huji Tumo Town has an advantageous geographical location, with 6 administrative villages and 14 natural villages, with a total area of 417 square kilometers and a total population of 11.132 million, of which the Mongolian population accounts for 61%, reaching 0.6823 million. It is the most prosperous grassland on the Wuyuer River impact zone and the Songnen Plain. On this grassland, the impressive footprints of ancient civilizations, ancient civilizations, and modern civilizations have been printed. The local resources are abundant, the grasslands are vast, the lakes are numerous, and the folk customs are simple. The Amata Peninsula tourist resort has begun to take shape, providing a broad prospect for folk tourism and attracting many tourists.

Although there are more villages and villages in Huji Tumo Town, in the face of more tourism resources, only the tourism atmosphere of the Amata Peninsula tourist resort has formed, and other villages are still underdeveloped.

2.2 Problems in the development of ecological Agriculture tourism in Hujitumo Town

(1) Inadequate tourism facilities

As an existing tourism resource in Hujitumo Town, Amuta Resort and Resort has a certain reputation, but the supporting facilities for tourism are still not complete. Most of the restaurants are mainly farmhouses, and there is no supporting facilities such as accommodation, entertainment and shopping of corresponding scale. In addition, the quality of services provided in the tourist area is low, and it is difficult to retain residents. Most tourists choose to travel on the same day to play, which also causes greater physical pressure on tourists.

(2) Low level of management

The existing tourism resources in Hujitumo Town lack effective management. Most of the operators are local farmers and herdsmen. Most of them adopt extensive management models. They operate on a small scale, do not have solid strength, lack scientific management methods, and operate. Outdated concepts, blind pursuit of economic benefits, no awareness of ecological protection. At the same time, its operation mode cannot adapt to the market competition regulation mode, the low development rate of tourism resources, the imperfect management system, unclear responsibilities, and the complicated interest relationship of the management system. These factors greatly reduce the effectiveness of the management level.

(3) Single travel type

At present, the existing tourism resource organization in Hujitumo Town is not complete, and the type of tourism is single. Only Amuta Resort has formed a brand advantage. The Amuta peninsula is surrounded by water on three sides, deep and fishy. It is a natural fishing platform. In addition, Amuta's unique Mongolian style, vast waters and vast grasslands are also one of its main selling points. However, in addition to the above resources, the town of Hujitumo also has a Duoke Mountain, which is regarded by the locals as a "protective mountain" and "spirit mountain". This area is the first mountain in the region and it also has a long history. Historical heritage and distinctive national and cultural characteristics, and Daqing City belongs to the plain, located in the northern depression area of the Songliao Basin. For the residents of Daqing and surrounding cities, they have the tourist demand and attractiveness of mountain climbing. These resources are exactly the lack of developed tourism resources in Hujitumo Town.

(4) Ecological environment needs to be improved

The developed tourism areas have brought tourism benefits to the local residents, and at the same time, tourists have also caused some pressure on the local ecological environment. At the same time, due to the primary development of surrounding villages and villages and the development of agriculture and aquaculture, it also caused water pollution to existing resorts to varying degrees. Due to the lack of scientific and effective environmental protection management and the reduction of the carrying capacity of the ecological environment, these factors cannot bring tourists a better tourism experience.

3. Ecological Agriculture Tourism Planning and Analysis of Huji Tumo Town in Daqing City

3.1 Planning Principles

(1) Cultural principles: Integrate regional tourism resources according to local conditions and protect regional cultural heritage. Hujitumo Town of Dulbert Mongolian Autonomous County is a Mongolian village with a long culture. Therefore, the excavation and development of regional Mongolian culture is important for the preservation of national cultural heritage and the promotion of the tourism industry.

(2) Scientific principles: leisure tourism agriculture, green food development, based on the green ecological environment of Huji Tumo Town, Durbert Mongolian Autonomous County, Daqing City, high-quality, rich agricultural product resources, and multi-field technical team support from Heilongjiang Bayi Agricultural University to lay a solid foundation for industrial planning and development.

(3) Principles of market operation: Any industry must abide by the laws of the market, so companies use market operation mechanisms to integrate resources in terms of talent, technology, and capital in industrial development.

(4) Sequential development principle: In the planning of the tourism industrial zone, the principle of planning first and then developing, with a point-by-point, sequential investment, and year-by-year development principle is adopted.

3.2 Analysis of SWOT

(1) Strengths: The planned area is bordered by mountains and waters, rich in resources, and the site is rich in plant resources. In addition to Mongolian apricots, there are also pine, elm, and mulberry. The area is wide and it is easy to form a landscape effect. Due to its topographical advantages, the mountain is a unique viewing platform that overlooks the three major areas of rice fields, canals and grasslands. In addition, the planned area has convenient transportation, and there is not much ecological Agriculture tourism in the surrounding villages and villages, which all provide certain advantages for the planning.

(2) Weaknesses: Regional planning has poor ecological protection, serious soil erosion, and intensified desertification of land. In the site, the existing plant diversity is small, resulting in poor ecological resistance. Due to inadequate planning, garbage in the scenic area was messy. Based on the above factors, this block is unattractive.

(3) Opportunities: This scenic area has great tourist value and is the key "brand" scenic area created by Huji Tumo Town to provide the venue for tourists to play and take pictures. In addition, geographical advantages, convenient transportation, rich history and culture, rich Mongolian customs, and abundant ecological agricultural resources all provide excellent opportunities for cultural planning and design.

(4) Treats: Document No. 1 of the Central Government pointed out that the revitalization of the countryside, the improvement of the quality of agricultural development, the improvement of agricultural innovation, and the acceleration of the construction of a modern agricultural industrial

system and management system. Therefore, agriculture is vigorously developed in the whole province and even in the whole country. The competition of ecological Agriculture tourism is becoming increasingly fierce, and the market risks it brings are also great, which makes ecological Agriculture tourism face huge market competition.

4. Planning and design plan for the integration of ecological agriculture and tourism in Huji Tumo Town of Daqing City

4.1 General idea

The continuous acceleration of the pace of modern urban life has made slow life a sought-after attitude. ecological Agriculture tourism is a leisure tourism paradise that allows urban people to return to the simple and slow life. Here, you can feel the fresh nature, rich ecological resources, enjoy different comforts and comforts, and truly slowly feel the bits and colorful of life, let you away from the hustle and bustle of the city and enjoy the slow life of the park . Duoke Mountain protects the residents living on this land, known as "Immortal Mountain" . The region has a long historical heritage, distinctive Mongolian cultural characteristics and other multiple meanings. At the same time, the natural landscape has basically maintained its history In its original appearance, tens of thousands of wild apricot blossoms bloom in harmony with the strange and beautiful sand dunes and grassland landscapes. The scenery is pleasant and has regional influence, and it has the necessary conditions for scenic spots. Comprehensive consideration of the agriculture-ecological resources, the Mongolian style and the tourism system of Duoke Mountain, based on the design principles and SWOT analysis, Duoke Mountain will be based on agriculture-ecological tourism and vacation, with Mongolian culture and culture as the background and leisure Plan and design for the purpose, make it ultimately ornamental and artistic, to meet the needs of tourists for tourism.

4.2 Layout

Cultural tourism + industrial demonstration + rural revitalization, a comprehensive industrial development project led by the construction of scenic spots, supported by ecological tourism agriculture, and targeted at rural revitalization and comprehensive construction and development. Construction goals: ecological protection, vegetation restoration (flower sea construction); The construction of infrastructure and some scenic spots; the scenic spots have perfect functions, the agricultural industry demonstration zone is perfect, and the rural features are built; the scenic spots have reached the standard, and the comprehensive industry is completed. This planning project divides the overall planning and design into 7 functional areas, of which, Area A: sea of flowers Corridor, Area B: Worship tower, Area C: Theme Square, Area D: Apricot Grove Ornamental Site, Area E: Apricot Grove Blessing District, Area F : Looking up on the stage, G area: Accommodation reception and dining area.

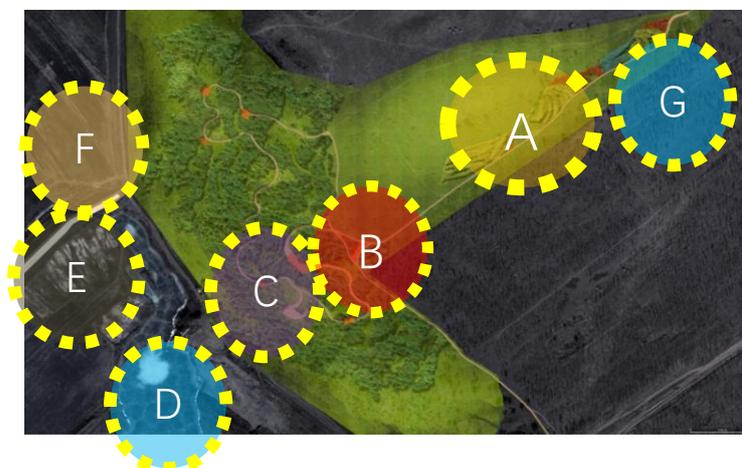


Fig. 1 The plan of Ecological agriculture tourism block

Main entrance: Tourists enter the main scenic area of Duoke Mountain by entering the main entrance along the sea of flowers Promenade, and connecting the various nodes through a loop to form a loop. The main road of the sea of flowers Promenade is 5 meters wide and the boardwalk is 3.5 meters wide. A parking lot is set up outside the main entrance to centrally park social vehicles to achieve a certain degree of protection for the ecological environment of the scenic spot.

Sea of flowers Corridor: The area is located in the transition zone where the main entrance enters the main scenic area. The highly ornamental sea of flowers is set up to ease the monotony of entering the main scenic area. It is planted with 8 kinds of flowers: rhododendron, ornamental sunflower, small lilac, white purple grass, corn poppy, verbena, and phlox. The sea of flowers uses azaleas and corn poppies blooming in spring, a large number of flowers of the Asteraceae family and other flowers with long flowering periods. The flowers are large and bright in color. Effect, let people linger among the flowers, have different experiences in different seasons. The design adopts the principle of low front and high back, which makes the sea of flowers have richer landscape layers and dynamic landscape effects on the facade landscape. The use of flowers with similar texture and flower shape makes the flowers have a certain unity and transition while rich in color changes.

Worship tower: This section mainly displays the Mongolian characteristics and culture. At the end of the sea of flowers Corridor, a Mongolian yurt with characteristic Mongolian architecture is set up. It is accompanied by a Mongolian special color flag. Here, it provides a space for visitors to rest and let people who come here be stunned. The rich and rich Mongolian culture is deeply surrounded, and it is used as a cultural product display, agricultural and sideline product experience center, and an area for selling tourist goods with characteristics of Inner Mongolia. On the one hand, it meets the functions of the scenic spot, and on the other hand, it provides benefits for the scenic spot.

Theme square: The distribution square mainly reflects Mongolia's unique culture and traditional sacrifice culture. At the foot of the mountain, there is an area to perform sacrifice and display the duoke sacrifice culture. "Duoke sacrifice culture" has been included in the Heilongjiang Province's non-heritage protection list. "Duoke Mongolian traditional fire sacrifice custom" has been included in the Daqing City's non-remaining list of the four major sacrifice activities of the Dulbert Mongolian sacrifice: fire sacrifice, sacrifices to worship tower, sacrifices to the Duoke mountain, and sacrifices to the sacred fire. In addition, embossed landscape walls and stele forests are used to display Mongolian traditional culture and mythological stories and folklore. According to the legend of the big fish, the paving is made into a big fish-like paving, so that the entire square is filled with strong Mongolian culture. Here Some special seats and sales areas are also placed for distribution and rest.

Apricot grove ornamental site: Area D is the first area after entering the main area, and it is also the area with the strongest viewing lines. This area has dense apricot trees and is highly landscaped during flowering. Two platforms for viewing the canals and grasslands are provided. On the one hand, it is set as a natural landscape protection area: necessary boardwalk excursions and safety protection facilities can be configured, and visitors should be controlled to enter. No artificial facilities unrelated to it should be arranged. Motor traffic and its facilities are strictly prohibited. On the other hand, scenic tourist areas: moderate resource utilization behaviors, suitable for various sightseeing and appreciation projects; the restrictions on the configuration of motorized transportation and tourist facilities, and the restriction of residents' activities to visits in stages.

Apricot grove blessing district: Area E is mainly used as a buffer area. On the one hand, it functions as a rest stop. On the other hand, it increases the capacity of the scenic spot by increasing the length of the veranda. In this area, an almond altar was set up, sculptures were planted, and apricot trees were planted. Combined with Confucian allusions, Confucius gathered students to teach everywhere. Everywhere he taught in the apricot forest, he sat on the almond altar during the rest. Since the flowering period of the apricot tree is from May to June, it is the occasion of the college entrance examination. It gives the candidates a place to ascend to pray and hope that they can get a good result.

Looking up on the stage: This area is mainly used as a viewing point. Looking down from a height, you can overlook the vast paddy fields and set up unique paddy paintings. Here, you have a unique elevation advantage. You can also see the green rice fields, which not only achieves the landscape effect, but also extends the viewing period.

Accommodation reception and dining area: This block is mainly concentrated in areas B and G. While creating a very grounded and integrated bed and breakfast building that is integrated with the surrounding ecological environment, it also provides catering services and enjoys the pure green food of the prairie: lamb hand steak, authentic Mongolian grilled Sheep, drink fragrant milk tea. The overall outsourcing of Accommodation reception and dining services enables enterprises with strong strength to carry out unified management and avoid the extensive management mode of individual operation.

5. Conclusion

In this paper, through the study of related theories, combined with the planning projects in which the team participates, the theory and reality are combined to carry out the integrated development planning of ecological agricultural tourism. Because there is no tourism area combining mountains and ecological agriculture in Hujitumo Town, the planning and design of this article is both an opportunity and a challenge. In this article, the team comprehensively considers the agriculture-ecological resources, the Mongolian style, and the tourism system of Duoke Mountain. Based on the design principles and SWOT analysis, Duoke Mountain will take agriculture-ecological tourism and vacation as the main body and Mongolian culture Planning and design for the background, leisure and entertainment purposes, so that it is ultimately ornamental and artistic, to meet the tourist tourism needs, let tourists come to the scenic area to truly feel the nature, and to experience the true meaning of ecological agricultural tourism. The design concept of this article is based on "ecology". With the development of the times, the development direction of agriculture will be the development of ecological agriculture. Only pure green ecological agriculture development, scientific and reasonable industrial layout, skilled technical application, and healthy Only the agricultural products and ecological space environment can truly integrate ecological agriculture into the tourism industry. The two promote each other and complement each other. Their combination can create higher economic value.

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