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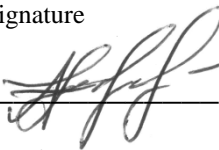
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INTRODUCTION

Relevance of the study. The development of leisure agriculture in China also faces problems such as excessive resource exploitation, inadequate ecological environment protection, single industrial structure, and lack of innovation [1]. The existence of these problems not only restricts the diversity and sustainability of agricultural production, but also hinders the long-term healthy development of rural tourism industry. Therefore, the core of this research topic is to explore how to integrate leisure agriculture with green tourism industry to promote the supply side structural reform of agriculture, thereby achieving the comprehensive goals of increasing agricultural efficiency, increasing farmers' income, and rural revitalization.

The goal of the research is to develop the proposals for the formation of a strategy for the development of leisure agriculture and rural green tourism in China.

To achieve this goal, the following *research objectives* were solved:

- to analyze the current situation of China's leisure agriculture and rural green tourism industry, as well as the difficulties and opportunities in supply side structural reform;
- to establish a detailed database of leisure agriculture and rural tourism industry, recording various data, including product types, service methods, business effects, and regional characteristics;

- to reveal the development trends and limitations of China's leisure agriculture and rural tourism industry, and understand the impact of agricultural supply side structural reform on them;
- to make comparative analysis of successful cases at home and abroad, providing reference and solutions for the development of leisure agriculture and rural tourism in China;
- to adopt a combination of qualitative and quantitative methods, including text analysis, in-depth interviews, statistical methods, etc., to quantitatively explore the key factors that affect development;
- to propose policy recommendations and response measures based on the SWOT model;
- to develop the proposals regarding the current development of free agriculture from domestic and foreign examples of free agriculture;
- to develop the countermeasures and proposals for the development of leisure agriculture and rural green tourism under the background of Agricultural Supply Side Structural Reform.

The *object* of the study is the processes related to development of leisure agriculture and rural green tourism.

The *subject* of the study are theoretical, methodical and organizational aspects of the system of ensuring the development of leisure agriculture and rural green tourism in China.

This research has been proposed, aiming to deepen the understanding of the integrated development of leisure agriculture and rural green tourism through

scientific research, extract the development laws and successful experiences, and provide theoretical support for relevant policy formulation and practice.

Research methods. This research adopts a combination of quantitative and qualitative research methods to systematically analyze the development status, existing problems, and optimization strategies of leisure agriculture and rural green tourism. Specifically, the following research methods were adopted:

- using a combination of quantitative and qualitative research methods, systematically analyze the current situation, problems, and optimization strategies of leisure agriculture and rural green tourism industry;
- use various statistical and spatial analysis methods to ensure the depth and breadth of the study, and collect relevant data and information;
- define and classify the concepts of leisure agriculture and rural green tourism industry, and use literature review method for research;
- use case study method to compare and analyze successful examples, explore the reasons for success, and apply it to the development of leisure agriculture and rural tourism in China;
- use system analysis method to construct a dynamic model, clarify the interaction relationship between industries, and provide support for formulating development strategies;
- use SWOT analysis to evaluate the internal and external environment, providing a new perspective for the sustainable development of rural tourism.

The practical significance of the obtained results. The results obtained during the conducted research can be used in the following areas:

1. Develop rural economy and improve rural environment: Aiming to integrate the concept of green development into the entire process of leisure agriculture, by enhancing rural economic vitality and improving the ecological environment, achieving sustainable utilization of agricultural resources and sustainable and healthy development of rural tourism industry.

2. Improve the construction of rural surrounding facilities and promote the development of leisure agriculture: The development of leisure agriculture not only relies on the production and processing of agricultural products, but also closely integrates with the needs of rural tourism, deepens the interconnection of facilities, guarantees basic service functions, and comprehensively enhances the comprehensive strength of leisure agriculture.

3. Establish brand characteristics and accelerate industrial integration: In the process of shaping the brand characteristics and integrating the leisure agriculture and rural green tourism industry, it is necessary to deepen government policy guidance, stimulate enterprise innovation motivation, enrich farmer participation channels, and strengthen community co construction and sharing.

The structure and content of the thesis correspond to the tasks and consist of introduction, three sections, conclusions, references. The total number of pages in master's thesis is 85. The paper contains 9 tables, 4 figures. The references contain 50 titles.

SECTION 1

**THEORETICAL FOUNDATIONS OF THE FORMATION OF A
STRATEGY FOR THE DEVELOPMENT OF LEISURE AGRICULTURE
AND RURAL GREEN TOURISM IN CHINA**

1.1 Related concepts: leisure agriculture and agricultural supply side structural reform

Leisure agriculture is a comprehensive agricultural model based on agricultural production activities, providing multifunctional services such as leisure, entertainment, experience, and education. Against the backdrop of agricultural supply side structural reform, leisure agriculture, as a new driving force and growth point for China to deepen rural reform and promote agricultural transformation and upgrading, not only helps to unleash the multifunctional value of agriculture, but also meets the growing demand for spiritual and cultural life. It breaks through the traditional boundaries of agricultural production, combines modern tourism and leisure culture, and provides a platform for innovative development of rural economy and green tourism [3][7].

By definition, leisure agriculture, also known as farmhouse tourism, rural tourism, or sightseeing agriculture, typically includes various functions such as farm sightseeing, rural landscape appreciation, agricultural production experience, traditional cultural learning, and ecological leisure vacation. It utilizes agricultural

resources, cultural and ecological advantages, relies on unique agricultural ecosystems and rural communities, and integrates agricultural production with tourism and leisure functions by improving service facilities, improving service quality, and innovating production and operation models, providing participants with a diverse and valuable agricultural life experience.

From a historical development perspective, leisure agriculture originated from the industrialized society's yearning for ecology and nature, as well as people's pursuit of health, nature, and returning to rural life. With the development of society and the improvement of living standards, people have more leisure time and a demand for high-quality living experiences, which has promoted the rapid rise of leisure agriculture. Abroad, leisure agriculture in European and American countries has already become an important component of their agricultural industry, such as Provence in France and Tuscany in Italy, which have attracted a large number of tourists with their unique agricultural tourism and rural experiences.[8] In China, leisure agriculture, as a new form of agriculture, began in the 1990s and has received high attention and support from the government as the "three rural issues" continue to deepen and resolve. It has rapidly developed into one of the new growth points of rural economy.

Currently, with the optimization and upgrading of China's economic structure, leisure agriculture is seen as an important means to promote rural economic development, build agricultural brands, and enhance rural cultural connotations. The development of leisure agriculture can effectively increase the added value of agriculture, increase the income of farmers, and also have a positive impact on

promoting urban-rural integration and strengthening ecological civilization construction. In practice, rural green tourism with leisure agriculture as the core is becoming an important force in promoting regional economic development and rural ecological civilization construction, which has profound significance for achieving the optimization and upgrading of agricultural industry structure and sustainable development [5].

However, the development of leisure agriculture is not without challenges. How to integrate diverse functions such as leisure and tourism while ensuring agricultural production, and achieve organic integration and coordinated development between industries, has become a current research focus. Researchers propose that the core of leisure agriculture lies in "agriculture as the foundation", relying on the essence of agriculture, respecting the laws of agriculture, emphasizing scientific planning and sustainable management, and emphasizing the ecological sustainability and cultural inheritance of agriculture itself, in order to ensure its long-term and sustainable development. At the same time, in terms of operating models, actively exploring diversified profit methods, innovating products and services that combine agriculture and tourism, strengthening brand building and market promotion, continuously improving the overall competitiveness of leisure agriculture, and providing a solid foundation for the healthy development of rural green tourism industry.

Agricultural supply side structural reform

The structural reform of the agricultural supply side is an important strategic guidance for the current development of agriculture in China. Its core lies in

promoting the improvement of the quality of the agricultural supply system through reform, and meeting the diversified needs of national economic and social development. This strategy is not only related to the sustainable development of agriculture itself, but also a key link in achieving China's rural revitalization strategy. From the perspective of leisure agriculture, the supply side structural reform of agriculture means that it is necessary to comprehensively improve the comprehensive efficiency and competitiveness of agriculture, actively adjust the agricultural production and product structure, better adapt to changes in market demand, while paying attention to ecological environment protection and agricultural product quality and safety, and promote the fundamental transformation of agricultural development mode [9].

Among them, optimizing the layout of the agricultural industry is a key task of the structural reform of the agricultural supply side. The original agricultural production methods were relatively extensive and lacked targeted industrial planning. After the reform, we should strengthen the organic combination of regional characteristics, resource advantages, and market demand, develop characteristic advantageous industries, and form a group of leisure agriculture brands with regional characteristics. For example, developing comprehensive agricultural tourism projects with leisure, experience, and sightseeing as the core, deeply integrating tourism and agriculture, thereby promoting local economic development and industrial upgrading.

In promoting the transformation of agricultural products towards high added value, the structural reform of the agricultural supply side requires improving the

technology and management level of the entire chain of agricultural product production, processing, and sales. By applying modern forestry technology, smart agriculture, e-commerce and other emerging models, we aim to improve the processing depth and added value of agricultural products, enabling them to better meet the needs of consumer upgrading. This move is not simply a pursuit of increasing output, but a greater emphasis on improving output quality and efficiency, promoting innovation in business models and transformation of service models, and promoting sustainable development of the agricultural industry through measures such as three-dimensional planting of ecological agriculture and promotion of clean energy technologies.

In terms of enhancing the comprehensive competitiveness of agriculture, the supply side structural reform of agriculture emphasizes the use of modern enterprise systems, the improvement of new operating entities such as rural production cooperatives, and the construction of a modern agricultural management system. Utilize market-oriented means to encourage the integration of agriculture and capital markets, increase investment in technology, funds, and talent, and achieve modern agricultural management. At the same time, fully protect land property rights, strengthen the construction of agricultural land protection systems, establish a land transfer mechanism that is suitable for the market economy, and better stimulate the enthusiasm of farmers as business entities.

Furthermore, the structural reform of the agricultural supply side requires strengthening the construction of a socialized service system, improving technical support and public service supply for agriculture, especially in areas such as

agricultural technology promotion, variety improvement, quality control, and market development, continuously enhancing the innovation and market adaptability of agriculture. In addition, encourage farmers to enhance their product market competitiveness and form differentiated market advantages through branding and standardization.

Finally, green development is an important focus of agricultural supply side structural reform. By implanting green technologies such as water-saving irrigation, organic planting, and photovoltaic agriculture, traditional agriculture can be transformed into ecological agriculture, ensuring the ecological environment and sustainable development of agriculture. This model not only enhances the efficiency of agriculture itself, but also drives the overall improvement of rural environment and the enhancement of ecological value. It is an effective way to adapt to global environmental changes and achieve green transformation of agriculture.

Overall, the supply side structural reform of agriculture, as the strategic starting point for implementing leisure agriculture, requires guiding agricultural production to transform towards quality efficiency and ecological environment based on respecting objective laws and responding to market demand, improving the overall production capacity and international competitiveness of agriculture, achieving deep integration and high-quality development of leisure agriculture and green tourism, jointly promoting rural revitalization and modern agriculture construction, and supporting comprehensive socio-economic progress.

1.2 Theoretical Basis of leisure agriculture and rural green tourism development

Maslow's Hierarchy of Needs Theory and SWOT Analysis

Maslow's hierarchy of needs theory provides a clear framework for understanding human basic needs and behaviors, dividing needs into five different levels, believing that people will only pursue higher-level needs after satisfying one level of needs. This theory is not only widely applied in the field of psychology, but also provides profound insights for the development of agricultural leisure and rural green tourism. In the research and practice of leisure agriculture and rural green tourism, Maslow's theory guides us to pay attention to the continuous upgrading of tourist needs, gradually shifting from the most basic survival needs to self-actualization needs. This transformation has important guiding significance for the design of tourism products, the improvement of service quality, and the deep exploration of tourist experiences [3][7].

Specifically, in leisure agriculture and rural green tourism, the satisfaction of physiological needs is reflected in the pursuit of comfortable accommodation, food, leisure and entertainment infrastructure by tourists. And safety needs involve tourists' concerns about the safety of tourism activities, property safety, health and safety. The need for belonging and love is reflected in creating spaces for social interaction and cultural identity in rural tourism activities, enhancing tourists' sense of participation and belonging. Respecting needs is related to the respect and

recognition that tourists hope to receive, manifested in the need for personalized services and the desire to enjoy unique rural culture. The need for self actualization is the highest demand for tourists to pursue personal growth, develop personal abilities, and enjoy personal life. In the design and provision of tourism products, more in-depth exploration and satisfaction are needed.

From this, it can be seen that Maslow's theory provides a comprehensive perspective for us to study and design leisure agriculture and rural green tourism projects, especially in the context of the increasing demand for experience quality and the pursuit of more enriching and enriching tourism experiences by tourists. The structural reform of agricultural supply side and urban-rural integration provide new development opportunities for leisure agriculture and rural green tourism [1]. In this process, we not only need to seek a balance between agricultural production and tourism services, but also strengthen the comprehensive satisfaction of tourist experiences during the journey, ensuring that every level of needs from basic needs to self realization can be fully considered and realized.

At the practical level, through in-depth development of rural characteristic resources, relying on local unique agricultural resources and local culture, we can create leisure agricultural tourism projects with local characteristics. These projects not only focus on improving the quality of products and services, but also deeply tap into the multi-level needs of tourists, creating unique experiential projects and story scenarios. Through this approach, not only can tourist satisfaction and loyalty be improved, but it will also drive the diversified development of rural economy, inject new momentum into increasing farmers' income and local economic revitalization,

thereby achieving the harmonious development and long-term prosperity of leisure agriculture and rural green tourism industry.

According to the principles of economics, SWOT analysis method is used to comprehensively evaluate the internal and external environment of leisure agriculture and rural green tourism (table 1.1). By analyzing its advantages, disadvantages, opportunities and challenges, it provides a new perspective for the sustainable development of tourism in China's poor rural areas [4]. This method can help identify bottlenecks in industrial development, provide policymakers with scientific and accurate decision-making basis, and achieve a win-win situation for the complementary development of tourism and agriculture.

As consumers' interest in leisure and eco-tourism increases, leisure agriculture and rural green tourism are gradually emerging in China. Through SWOT analysis, a comprehensive assessment of the internal and external environment of the industry is conducted to provide strategies and suggestions for the sustainable development of tourism in rural areas of China [13].

Table 1.1. SWOT analysis

	Strengths	Weaknesses	Opportunities	Challenges
Internal environment				
Rich in natural resources	The natural landscape and pastoral scenery of the countryside attract tourists	Overexploitation of resources in some areas	Growing demand for ecotourism	Ecological environment protection pressure
Profound cultural heritage	Rural culture and traditional crafts enhance visitor experience	Insufficient awareness of cultural inheritance	Integrated development of cultural tourism	cultural homogeneity competition
Policy support	The government supports the development of leisure agriculture and rural tourism	Uneven policy support	Rural Revitalization Strategy	Policy adjustment risk
External environment				
Strong market demand	Consumers pursue green and healthy leisure methods	Tourism is highly seasonal	Consumption upgrading trend	Intense market competition
Technological innovation	Information technology helps make rural tourism smart	Uneven level of technology application	Smart tourism platform development	Rapid technological upgrading
International cooperation	The international tourism market brings new opportunities to rural tourism	Insufficient experience in international cooperation	International Cultural Exchange	International competition and cooperation

Sustainable development theory

The theory of sustainable development is an indispensable theoretical foundation for the development of leisure agriculture and rural green tourism in China. The concept of sustainable development was initially proposed by the International Union for Environment and Development (WCED) in its 1987 report "Our Common Future". The concept emphasizes meeting the needs of contemporary

people without compromising the ability of future generations to meet their needs, and is committed to achieving a harmonious unity of economic growth, social justice, and environmental protection [10]. In the context of the development of leisure agriculture and rural green tourism, the meaning of sustainable development theory is further expanded, manifested in the ecological cycle of agricultural production, the organic integration of leisure tourism and environmental protection, and the comprehensive regeneration of rural economy.

Applying the theory of sustainable development to leisure agriculture and rural green tourism is a practical need in response to the global ecological crisis and resource scarcity. In the development of leisure agriculture, sustainability is reflected in the bidirectional regulation of agricultural production and ecological environment. Agriculture not only provides a place and content for leisure tourism, but also carries the mission of ecological protection. This requires that leisure agriculture not only meet the needs of tourists for leisure experiences, but also ensure that agricultural production activities do not cause ecological damage. Moreover, innovative agricultural management models and the development of circular agriculture should be adopted to enhance the self recovery and regeneration capacity of the agricultural system. When promoting sustainable development, the rural green tourism industry focuses more on environmental resource protection and cultural inheritance. While promoting rural economic development, tourism activities must also establish strict environmental management systems and cultural inheritance plans to ensure the sustainability of natural resources and traditional rural culture,

and provide long-term material and spiritual impetus for the development of the tourism industry.

In terms of theoretical implementation, sustainable development theory emphasizes the interaction and balance between the three pillars of environment, economy, and society. For leisure agriculture and rural green tourism, the environmental pillar involves the assessment of their ecological footprint, evaluating the impact of business activities on natural elements such as land, water sources, and atmosphere; The economic pillar focuses on the direct or indirect economic benefits brought by agricultural and tourism activities, including the provision of employment opportunities, the growth of local fiscal revenue, and the expansion of the agricultural product market; The social pillar focuses on examining local community participation, improving people's livelihoods, and enhancing cultural identity. Under the synergistic effect of these three pillars, sustainable development strategies not only improve the living standards of local residents and enhance their competitiveness in external communication, but also form replicable and accessible development models on a global scale.

At the same time, due to the pressure on the environment caused by traditional agricultural production and traditional tourism, researchers and policy makers are constantly seeking sustainable agricultural tourism integration models. For example, promoting the use of organic fertilizers, green prevention and control and other ecological agricultural technologies in agricultural production, using low-carbon and environmentally friendly materials in building design, and introducing environmentally friendly services in tourism management are all aimed at reducing

the burden on the ecological environment and enhancing the attractiveness and competitiveness of rural tourism industry. Research has shown that adopting a combination of agriculture and tourism guided by sustainable development theory can help protect the natural environment and traditional culture, provide more income opportunities for farmers, promote community prosperity, and achieve comprehensive social progress and harmony while meeting the pursuit of high-quality living for modern people.

In summary, the theoretical foundation of sustainable development theory in the development of leisure agriculture and rural green tourism in China should not be underestimated. The core idea is to achieve resource conservation and protection, environmental improvement and restoration, and comprehensive and harmonious progress of society through a sustainable development model that combines agriculture and tourism. This not only meets the growing demand for leisure life, but also provides an effective path for agricultural transformation and upgrading, and makes important theoretical and practical contributions to promoting the transformation and development of China's rural economy and the sustainable development of the global agricultural tourism industry.

Theory of urban-rural integration

The theory of urban-rural integration represents an important direction of modern social development, and is a key path to alleviate the urban-rural gap in the process of urbanization and promote urban-rural integration development^{[7][9]}. It not only involves the rationality of resource allocation and the optimization of economic structure, but also relates to the development of multiple levels such as social equity,

ecological balance, and cultural inheritance. In the context of the development of leisure agriculture and rural green tourism in China, the application of urban-rural integration theory is particularly crucial and necessary, which can provide theoretical support and practical guidance for the development of this new industry in China.

Urban rural integration is a multi-dimensional comprehensive concept, including the unobstructed flow of production factors, the homogeneous provision of public services, and the overall planning and balancing of administrative management systems. This theory advocates breaking the traditional binary structure in urban-rural development, achieving complementary functions, resource sharing, and integrated interests between urban and rural areas through institutional innovation, thereby promoting coordinated economic growth and harmonious social development. When applying the theory of urban-rural integration to explore the development of leisure agriculture and rural green tourism in China, attention should be paid to the following points:

Firstly, the improvement and optimization of the mechanism for the flow of production factors. The integration of urban and rural areas emphasizes the free flow of human resources, capital, technology and other factors between cities and rural areas, which provides the possibility for achieving rural economic diversification and high-quality development of leisure agriculture. By guiding urban capital and technology into rural areas and promoting the transformation and upgrading of agricultural industry structure, it can greatly enhance rural economic vitality,

effectively integrate leisure agriculture and green tourism resources, and promote the extension and expansion of the industrial chain.

The second is the establishment of a mechanism for sharing public services. The public service resources such as education, healthcare, and culture in cities are often difficult for rural residents to access, which to some extent affects the development potential of rural tourism industry. The integration of urban and rural areas advocates the integration of public service systems, shifting high-quality public services from cities to rural areas, ensuring the education, medical care, cultural rights and interests of rural residents, and promoting the sustainable and healthy development of rural tourism projects.

The third is the innovation of the administrative management system. The integration of urban and rural areas requires innovation in the administrative management system, establishing an efficient and coordinated urban-rural unified management structure through institutional configuration and policy design. For leisure agriculture and rural green tourism, this means that the government needs to formulate and implement more flexible and comprehensive policies and measures, coordinate and optimize various links from planning, project approval, financial support to service supervision, in order to achieve a positive interaction between industrial development and local governance.

Finally, the sustainable development of environment and culture is also an essential element that cannot be ignored in the theory of urban-rural integration. By protecting and inheriting local cultural characteristics and building ecological

civilized rural areas, not only can we protect the rural environment, but we can also inject new impetus and charm into the development of tourism.

The theory of urban-rural integration points out that cultural resources and ecological environment in rural areas should also be regarded as a productive force. One of the important tasks to achieve urban-rural integration is to make rural residents aware of the importance of culture and ecology and actively participate in protection and development through the development of leisure agriculture and rural tourism. Cultivating and fully utilizing local agricultural tourism products, developing rural cultural tourism, and treating rural areas as an extension of urban residents' leisure experiences are all specific measures to implement the concept of urban-rural integration.

In summary, the theory of urban-rural integration provides a broad theoretical space and practical path for the integrated development of leisure agriculture and rural green tourism in China. By promoting the integration of urban and rural factors, service sharing, administrative innovation, and cultural environment protection, these two major industries are expected to achieve more efficient and sustainable development, ultimately achieving comprehensive prosperity of the urban and rural economy and society.

Conclusions for Section 1

In this section, we have laid the groundwork for understanding the formation of a strategy for the development of leisure agriculture and rural green tourism in China. We began by exploring the related concepts of leisure agriculture and agricultural supply-side structural reform, recognizing their significance in the context of China's evolving agricultural landscape.

Our exploration of the theoretical basis of leisure agriculture and rural green tourism development revealed the multifaceted nature of these concepts. We identified leisure agriculture as a holistic approach that integrates agricultural production with recreational activities, emphasizing the enhancement of rural environments and experiences. Moreover, we underscored the importance of agricultural supply-side structural reform as a driving force behind China's agricultural modernization efforts, emphasizing its role in fostering innovation, efficiency, and sustainability within the sector.

Through this theoretical exploration, we have laid the groundwork for understanding the complex dynamics shaping the development of leisure agriculture and rural green tourism in China. Moving forward, this conceptual framework will serve as a critical lens through which we analyze the practical strategies and policies aimed at promoting sustainable rural development and enhancing the quality of life for rural residents.

In the subsequent chapters, we will delve deeper into the practical implications of these theoretical foundations, examining case studies, policy frameworks, and strategic initiatives aimed at fostering the growth of leisure agriculture and rural green tourism in China. By bridging theory and practice, our study aims to contribute to the ongoing discourse surrounding rural development strategies in China, offering insights and recommendations for policymakers, practitioners, and scholars alike.

SECTION 2

ANALYSIS OF CURRENT SITUATION AND PROBLEMS OF LEISURE AGRICULTURE IN CHINA FROM THE PERSPECTIVE OF AGRICULTURAL SUPPLY SIDE STRUCTURAL REFORM

2.1 Analysis of Background and Purpose of Agricultural Supply Side Structural Reform

In recent years, with the transformation of China's economic growth rate from high-speed to medium high-speed, the deepening of urbanization and industrialization processes, and the continuous improvement of people's living standards, the development of traditional agriculture is facing new challenges and historic turning points. The supply side structural reform of agriculture, as an important measure to cope with this transformation, aims to adjust the agricultural structure, transform the agricultural development mode, enhance the comprehensive competitiveness of agriculture, adapt to the new demand of consumption upgrading, achieve sustainable development of agriculture, and promote the transformation of agriculture towards green, efficient, and branded direction [1][11]. In this context, leisure agriculture, as a new business model that integrates multiple industries such as agriculture, tourism, and culture, occupies an important position in the construction of the new rural economic system [4].

The rapid rise of leisure agriculture reflects the trend of diversified, entertainment oriented, and service-oriented development in modern agriculture. The development of leisure agriculture not only enriches the rural industrial chain, but also facilitates cultural exchange between urban and rural residents, enhances interaction between cities and rural areas, and enhances the comprehensive value and social functions of agriculture. Especially driven by the new agricultural management entities, various forms of leisure agriculture projects such as rural inns, agricultural and sideline product processing, specialty catering, and agricultural experiences have emerged, providing new growth points for increasing farmers' income and rural revitalization [12].

However, leisure agriculture in China still faces multiple contradictions and challenges in its actual development. On the one hand, the extensive agricultural production methods and insufficient environmental awareness have caused serious resource waste and ecological damage, thereby affecting the sustainability of leisure agriculture. On the other hand, the rapid development of the tourism industry has also exposed the shortcomings of leisure agriculture in service system construction, product quality maintenance, marketing promotion, and talent team building. Especially in the increasingly competitive market environment, relying solely on traditional small-scale breeding models is obviously difficult to meet the needs of tourists and form the core competitiveness of the industry.

The implementation of agricultural supply side structural reform aims to respond to the new normal of national economic development, solve the long-term structural problems accumulated in the agricultural field, optimize the supply

structure of agriculture, improve the quality and efficiency of the supply system, ensure national food security, and promote the upgrading of the agricultural industry structure [9].

As a new type of agricultural industry, leisure agriculture is an important part of the supply side structural reform of agriculture, and its goals in China reflect multiple value pursuits. Firstly, the reform aims to transform the development mode of agriculture, shifting from the traditional focus on increasing quantity to improving quality and efficiency, and achieving the upgrading and transformation of agriculture from traditional agriculture to modern agriculture. Leisure agriculture in the market environment is expected to add higher value-added products and services beyond traditional agricultural production, providing an effective way to solve the transfer of surplus rural labor and expand employment channels for farmers, in line with the overall strategy of supply side structural reform.

The development of leisure agriculture helps to promote the integration of rural industries, improve the comprehensive production capacity and efficiency of agriculture. Leisure agriculture is an important means to extend the agricultural industry chain upstream, extend the agricultural value-added chain, and develop various agricultural functions [7]. By developing new industries such as agricultural tourism, leisure sightseeing, and health vacation, the functions of agriculture can be further expanded, and agricultural production can be organically combined with multiple fields such as rural ecology, culture, leisure, and tourism, thereby achieving the maximization of agricultural value.

However, fully tapping into the deep integration potential of agriculture and tourism, providing diverse farm experiences and leisure tourism products to meet the growing leisure needs of urban residents. With the improvement of the living standards of urban and rural residents and the continuous upgrading of leisure needs, the market demand for urban residents returning home for sightseeing and rural tourism is becoming increasingly strong. The prosperity of leisure agriculture helps to enrich urban and rural leisure culture, promote the upgrading of cultural tourism industry, and further realize the diversification and personalization of urban and rural residents' lifestyles [1].

Finally, promote the coordinated development of urban and rural areas, and achieve mutual promotion and win-win between agriculture and cities. The goal of agricultural supply side structural reform not only includes improving the productivity level of agriculture itself, but also emphasizes optimizing urban and rural development and resource allocation, consolidating the foundation of rural economy, and promoting the process of urban-rural integration. By promoting the development of leisure agriculture, mature urban management experience, market operation methods, and modern service formats can be introduced into agriculture. With the help of urban capital, technology, and talent, the modernization process of agriculture can be accelerated, forming a new pattern of urban-rural integration development.

In summary, leisure agriculture plays a crucial role in the supply side structural reform of agriculture. By optimizing resource allocation and improving the quality of agricultural services, sustainable development of agriculture can be

achieved, while promoting the implementation of strategies for increasing farmers' income and rural revitalization, and creating a new engine for the development of agriculture and tourism industries. Therefore, the healthy and systematic development of leisure agriculture needs to be incorporated into the national macro policy design and regional economic planning to ensure that its focus and development direction in supply side structural reform are highly consistent with the national strategy.

2.2 Development of Leisure Agriculture in China from the Perspective of Agricultural Supply Side Structural Reform

Excessive ineffective supply and insufficient effective supply

Leisure agriculture should have become a powerful support for agricultural transformation and upgrading, as well as for increasing farmers' income, but there are still many prominent problems in practical operation. Among them, the contradiction between excessive ineffective supply and insufficient effective supply is particularly prominent, which affects the healthy and sustainable development of leisure agriculture.

Excessive ineffective supply is mainly manifested in low-level redundant construction. At present, although there are many farmhouses, sightseeing farms, and agricultural parks in some regions, most of them lack characteristics and are

severely homogenized, making it difficult to meet the diversified market demand. This phenomenon not only causes resource waste, but also leads to a decrease in efficiency due to vicious competition among each other. At the same time, some leisure agriculture projects neglect the sustainability and ecological friendliness of agriculture, causing damage to the natural environment and land resources, which goes against the original intention of agricultural supply side structural reform.

The insufficient effective supply is reflected in the scarcity of high-quality agricultural tourism products, especially the lack of personalized and differentiated experiences. The demand for leisure agriculture among tourists is gradually shifting from simple sightseeing to multi-level and diversified directions such as leisure experience, cultural exploration, and health needs [7]. The service facilities, activity content, and service quality of leisure agriculture can no longer meet the changing needs, resulting in the inability to meet the higher-level needs of tourists [2].

At present, there is a lack of leisure agriculture composite products in the market that can deeply integrate agriculture with tourism, culture with ecology. These products are often more attractive and can provide broader space for agricultural value-added.

Unclear main elements of leisure agriculture

Leisure agriculture plays a crucial role in promoting rural economic development and enriching the leisure life of urban residents. However, from the perspective of agricultural supply side structural reform, the development of leisure agriculture in China is facing the problem of unclear main factors, which is

particularly prominent in promoting urban-rural integration, improving the income level of rural residents, and promoting rural revitalization.

Currently, the supply side structural reform of agriculture, as an important component of the national agricultural strategy, plays an important role in adjusting the agricultural structure, enhancing the comprehensive competitiveness of agriculture, and achieving agricultural modernization. As an emerging industry in the agricultural field, leisure agriculture also needs to keep up with the pace of this reform and integrate structural adjustments into various aspects such as development strategy, operation management, and marketing. The primary issue is the lack of clear positioning of leisure agriculture in the current industrial chain, and the comprehensive characteristics of multiple functions such as agriculture, tourism, entertainment, and education require more detailed management and operation of the main roles and responsibilities. On this basis, further strengthening the industrial guidance and resource allocation of leisure agriculture can better achieve the effective utilization of resources and the maximization of output value [2] [7].

The ambiguity of the main elements of leisure agriculture is reflected at multiple levels, first and foremost in the property rights relationship, especially in the ownership and use of land use rights. In practical operation, the rights and obligations between farmers and investors, as well as between farmers and the government, often become blurred due to the lack of clear legal protection. Farmers are at a disadvantage due to a lack of negotiation ability, resulting in insufficient land transfer and affecting the standardized and professional development of leisure agriculture. Secondly, in terms of profit distribution, due to the unclear nature of the

main factors, grassroots participants such as farmers often do not have advantages in sharing profits in leisure agriculture, making it difficult to obtain relatively reasonable benefits through participating in leisure activities. Therefore, it is particularly urgent to adjust the distribution mechanism of interests among all parties involved in leisure agriculture, and establish a sound market access and exit mechanism for leisure agriculture projects such as farmhouses. This is not only conducive to guiding the healthy development of leisure agriculture, but also fully stimulates the vitality of various market entities, thereby facilitating the deepening of agricultural supply side structural reform. It is necessary to establish a regulatory system for the development of leisure agriculture that respects the laws of the market economy and takes into account the characteristics of agriculture and rural areas. We should clarify the rights and responsibilities of each subject, allocate interests reasonably, strengthen policy guidance and market supervision, and improve the efficiency of resource allocation [3].

Insufficient exploration of cultural connotations in leisure agriculture

Leisure agriculture, as an important component of the supply side structural reform of agriculture, aims to enhance the leisure function of agriculture, enhance the value of rural tourism, and achieve industrial upgrading and economic growth. However, in the current development process, there are still significant shortcomings in exploring and utilizing the cultural connotations of agriculture in China's leisure agriculture. The insufficient protection and development of existing cultural resources often lead to a lack of profound cultural appeal and educational value in

agricultural tourism products, which to some extent limits the potential for deep integration and innovative development of leisure agriculture.

Firstly, the current leisure agriculture industry often places too much emphasis on providing basic agricultural activities such as picking and fishing, while neglecting the rich cultural resources hidden in the agricultural production process. For example, cultivation, harvest, customs, and other aspects related to solar terms have profound cultural connotations and historical value, but are rarely fully utilized to form unique cultural products. In addition, local specialty agricultural products and the handicraft technology, ecological wisdom, and social lifestyle contained in their processing have not yet become a powerful bridge connecting tourists and rural areas [7][8].

Secondly, there is insufficient understanding and protection of historical and cultural heritage in the development of leisure agriculture. Numerous agricultural relics, ancient villages, traditional festivals, and ethnic agricultural cultures with historical significance have been marginalized and not effectively integrated into the development of agricultural tourism, resulting in the loss and waste of agricultural cultural assets [3][10].

Finally, leisure agriculture lacks a systematic cultural strategy in product development and promotion. Although some regions have begun to try to combine cultural elements with leisure agricultural products, such as organizing festival activities, building agricultural museums, and developing local education, to enhance the cultural connotation of products, these attempts are often scattered, one-sided, and lack unity. Planning and long-term layout. More importantly, there is

currently no effective mechanism or model to effectively connect agricultural tourism products with the actual needs of consumers in terms of spiritual, cultural, educational, and other aspects.

The project has limited profitability and severe losses

Leisure agriculture, as a new growth point in China's rural economy, plays an important demonstration role in the supply side structural reform of agriculture. Research has found that under the background of agricultural supply side structural reform, leisure agriculture projects generally have limited profits and serious losses.

In terms of profitability, the income model of leisure agriculture is too single, mainly relying on traditional methods such as scenic spot tickets and agricultural product sales, lacking innovative and diversified profit channels. A large number of rural tourism sites have failed to effectively integrate resources and form regional characteristic tourism brands, resulting in limited profit margins. In addition, many leisure agriculture projects have poor operational management, resulting in high operating costs and low returns, which reduces the profitability and market competitiveness of the projects [7].

The widespread occurrence of losses has also exposed the risk management issues in the current development of leisure agriculture. Some projects were launched hastily, lacking preliminary market research and evaluation of project sustainability, resulting in huge investment costs and minimal returns. At the same time, many leisure agriculture projects have not effectively considered reasonable risk hedging measures during the planning and implementation stages, leading to difficulties in the event of market fluctuations or unexpected events [8].

The data shows that the loss rate of leisure agriculture projects in some areas is as high as 30% or more, and the loss amount is expanding year by year. This not only reflects the imbalance of market supply and demand, but also highlights the lack of long-term planning and sustainable profit mechanisms in the development of leisure agriculture. After analyzing multiple cases, it was found that operators of leisure agriculture projects generally lack experience in market-oriented operations and do not know how to increase revenue through innovative services, product optimization, and marketing. Instead, they can only rely on traditional models and limited customer resources, making it difficult to form economies of scale and core competitiveness [2].

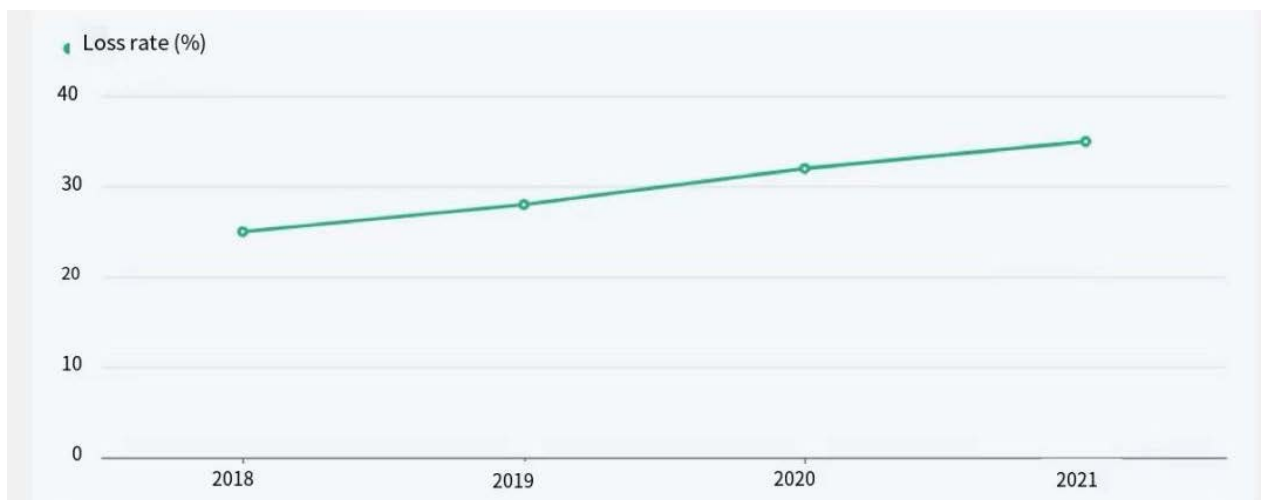


Figure 2.1 – The loss rate of leisure agriculture projects in some regions of China in 2018-2021

Figure 2.2 showcased that the loss rate of leisure agriculture projects in some regions is over 30%, and the loss amount is expanding year by year.

High capital risk of leisure agriculture projects

While delving into the current development status of leisure agriculture in China, we have to pay attention to some highly anticipated risk factors - significant capital risks in leisure agriculture projects, which directly affect the stability and sustainable development of the industry. From the perspective of supply side structural reform, leisure agriculture plays a crucial role in assisting rural economic transformation, increasing farmers' income, and promoting urban-rural integration development. From an economic perspective, capital risk typically involves the unpredictability of investment decisions, leading to information asymmetry between investors and project stakeholders, which in turn affects financing, project investment returns, and long-term stability. In terms of investment in leisure agriculture projects, high-risk manifestations include:

- The initial investment is large, and the capital recovery cycle is long, especially for infrastructure construction, which puts enormous financial pressure;
- The market is highly uncertain, and investors participating in leisure agriculture often face risks such as rapid changes in consumer preferences and intense market competition;
- Unstable policy support, policy funding support, and local government planning adjustments may lead to significant changes in project prospects, especially under current macroeconomic downward pressure;
- The seasonal and regional limitations of leisure agriculture itself increase the operational risks faced by the project.

Despite facing a series of challenges, capital risks can still be effectively controlled and resolved through scientific assessment and refined management.

Specifically, the first step is to conduct a comprehensive risk assessment of investment decisions for leisure agriculture projects, combining quantitative analysis and on-site research to reveal potential risk points and develop targeted risk response measures. For example, establishing a risk management team focused on investment financial analysis, including but not limited to cost-benefit analysis, cash flow analysis, and sensitivity testing [2][7]. Improve market research and marketing strategies for leisure agriculture projects, make market predictions in advance, and develop targeted leisure agriculture products and services that meet market demand, such as designing special activities and tourism packages for different seasons, establishing brand loyalty, etc. Market volatility. In addition, introducing a dedicated project management and operation team to improve project operational efficiency and profitability, while strengthening communication and cooperation with stakeholders, government departments, and local communities, striving to obtain more policy support and social resources [4].

In summary, the funding risk issue of leisure agriculture projects should be highly valued and resolved through multidimensional strategies. This not only requires government policy support and market self-discipline, but also the professional ability and risk awareness of leisure agriculture operators. By comprehensively applying cutting-edge economic management concepts and from the perspective of agricultural supply side structural reform, we aim to promote the dual drive, healthy and sustainable development of leisure agriculture and green tourism industries in China.

2.3 Research of leisure agriculture cases at home and abroad

The Development of Leisure Agriculture in Provence, France

The successful practice of European leisure agriculture, especially the case of Provence in France, provides valuable reference and inspiration for the development of leisure agriculture in China. Provence, with its unique Mediterranean climate, abundant natural resources, and profound cultural heritage, has become a globally renowned destination for leisure agriculture and rural tourism. The region actively leverages these comparative advantages and cleverly integrates traditional agriculture with modern tourism, forming a unique leisure agriculture development model [5][7].

The Provence region attaches great importance to the interaction between agriculture and tourism, strengthens the agricultural leisure industry chain, not only increases the added value of agricultural products, but also enriches the experience content of rural tourism. In order to ensure the sustainable development of leisure agriculture, the region focuses on environmental protection and ecological balance to maintain biodiversity and landscape diversity within the region. For example, Provence promotes organic agriculture to ensure the quality and safety of agricultural products, protect the environment from chemical pollution, and become one of the world's famous organic product producing regions by producing high-quality organic wines, olive oil, and other products [8].

Meanwhile, Provence also emphasizes the marketization of leisure agriculture. The local government and enterprises cooperate to promote local characteristic agricultural products, apply modern marketing concepts and methods, establish brand image, and expand domestic and international markets. The combination of online platforms and offline activities has promoted Provence's agricultural and tourism products, attracting a large number of tourists to experience and purchase. This model of integrating leisure agriculture into the global market network also provides a reference for the global promotion of leisure agriculture in China.

The leisure agriculture in the Provence region has greatly activated the development of local rural tourism. Leisure agriculture not only provides tourists with the opportunity to understand original ecological agriculture and participate in agricultural production, but also integrates multiple functions such as agricultural production, biodiversity protection, and rural cultural experience, greatly enriching the connotation of rural tourism. Based on these successful practices, the Provence region has strengthened the interaction between rural tourism and leisure agriculture, cultivated the core attraction of rural areas, and improved the overall competitiveness of the regional economy [1].

In addition, the successful case of leisure agriculture in the Provence region also highlights the importance of community participation and diverse collaborative management. The government, enterprises, farmers, and tourism participants jointly participate in the planning and decision-making of agricultural leisure areas, building a strong network of stakeholders. In addition to providing funding and policy support, the local government also encourages private enterprises and

communities to jointly operate, forming a multi-level and wide-ranging cooperation system, ensuring the efficiency and sustainability of leisure agriculture. This community driven collaborative governance model provides new ideas for social participation and management operations in leisure agriculture in China.

After reviewing and analyzing the current development status and successful experiences of leisure agriculture in the Provence region of France, it has important implications for the development of leisure agriculture in China. Firstly, reasonable planning should be carried out for agricultural production and ecological environment protection, guided by ecological priority and adhering to green development. Secondly, it is necessary to combine China's national conditions, promote the expansion of leisure agriculture into global markets, and improve the visibility and influence of domestic agricultural and tourism products. Furthermore, it is necessary to promote the participation and cooperation of multiple stakeholders, establish a win-win framework for the operation of leisure agriculture, and fully leverage the positive role of all parties in rural revitalization. Through these measures, we are expected to effectively promote the deep integration of leisure agriculture and rural tourism, and achieve the development goal of comprehensive rural revitalization.

Figure 2.2 shows the ecological landscape of Provence.



Figure 2.2 – The ecological landscape of Provence

Development of leisure agriculture in Taiwan, China

As a leading demonstration of leisure agriculture in China, Taiwan has formed a leisure agriculture model with regional characteristics after years of efforts and exploration. The success of leisure agriculture in Taiwan largely stems from its profound understanding and innovative practice of agricultural tourism development, thus achieving a new experience of integrating agriculture and tourism. The development of leisure agriculture in Taiwan closely follows the core concept of enhancing the experience of participants, combining natural and cultural landscapes in agricultural production to develop multifunctional farms with educational and entertainment value [8].

Table 2.1. Distribution of leisure farms in various districts of Taiwan [8]

The District	County City	Number of fields (number)	Percentage
Taipei District	Yilan County	128	11.60%
	Keelung City	10	0.90%
	Taipei City	91	8.30%
	Taipei County	65	5.90%
	Taoyuan County	94	8.50%
	Hsinchu County	34	3.10%
	Miaoli County	70	6.40%
Taichung District	Taichung County	74	6.80%
	Taichung City	24	2.20%
	nantou county	100	9.10%
	Changhua County	62	5.60%
	Yunlin County	55	5.00%
Tainan District	Chiayi County	37	3.40%
	Tainan County	56	5.10%
	kaohsiung city	6	0.50%
	kaohsiung county	38	3.40%
	Pingtung County	33	3.00%
	Penghu County	9	0.80%
Taitung District	Hualien County	50	4.50%
	Taitung County	60	5.40%
	Kinmen County	6	0.50%
Total		1102	100.00%

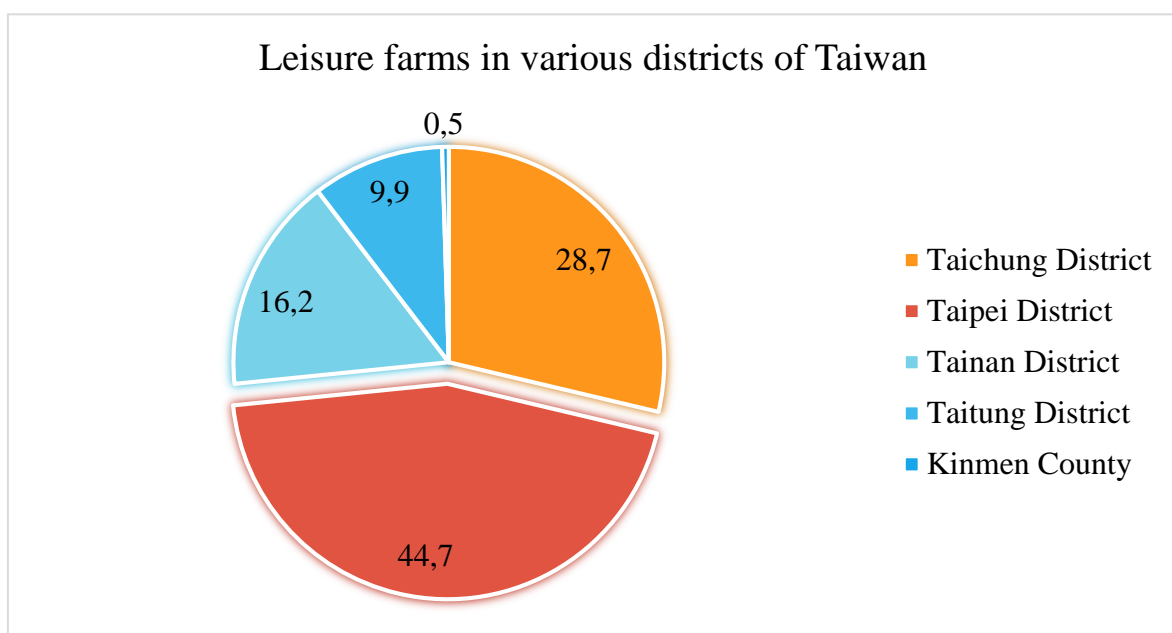


Figure 2.3 - Distribution of leisure farms in various districts of Taiwan [8]

In the process of agricultural leisure, the region also fully considers the requirements of ecological protection and agricultural sustainability, promoting the transformation and upgrading of production models. Taiwan's leisure agriculture has emerged with its ecological farm operation model, and many farms have integrated green concepts such as ecological protection and organic planting while maintaining and optimizing traditional agriculture [2]. These ecological farms not only provide natural experiences and ecological education functions, but also provide excellent market brand building cases. Through clear brand strategies and effective marketing, some farms in Taiwan have successfully transformed agricultural products into tourism products, promoting local agricultural economic growth [3].

Table 2.3. Types of tourism leisure agriculture [3]

Management Type	Business content	Business Scope
Sightseeing orchard	Fruit picking, fruit purchasing, some BBQ camping function	Orange, ponkan, bucket pole, pomelo, pear, carambola, strawberry, mango, lotus mist. Grapes etc.
Sightseeing tea garden	Tea picking experience, tea making tour, tea house management, Some B&Bs are available	Tea culture
Sightseeing garden (garden)	Tours and flower purchases	Calla lilies, orchid tourist gardens, highway gardens, etc.
Sightseeing vegetable garden	Vegetable sales, vegetable garden tours, vegetable tastings	Cold vegetables

In terms of farm planning and design, Taiwan's leisure agriculture has obvious advantages in park layout, activity planning, and service quality improvement. Most farms have fully utilized the advantages of combining agriculture and traditional

culture, designing a series of agricultural tourism activities aimed at inheriting culture and promoting local characteristics. These activities not only include traditional sightseeing agricultural projects such as fruit picking, fishing, and cooking experiences, but also include leisure camping, agricultural experience courses, and various festival activities, greatly enriching the connotation of tourism products and becoming highlights to attract tourists and improve the reputation of the farm [7].

Table 2.4. Business forms of leisure farms [7]

Business form		Rely on resources	Activities
leisure farm		Mountain streams, distant mountains, ponds, diverse plant landscapes, unique animals and insects	Farm experience, children's play activities, nature classroom, farm B&B, local folk customs
Leisure forest farm		Changeable terrain, vast woodland, beautiful forest features, valleys, strange rocks, mountain springs and streams and other landscapes	Feel nature, relax, forest walking, physical training, natural oxygen bar
Recreational fishing ground	Breeding and recreational fishery	Water resources, fresh seafood and marine culture	Fishing, catching, catering, saltwater swimming, sea sightseeing, water vacation, fishing village experience, etc.
	Coastal recreational fisheries	Water resources, beautiful seascape	Sea view, camping barbecue, shore fishing, Fishing village cultural activities, etc.
leisure ranch		Rural animal husbandry culture and rare animal resources	Countryside animal husbandry, cute animal viewing, insect conservation classroom, barbecue camping

In terms of government policy support and implementation efforts, the Taiwan government promotes the development of leisure agriculture through various measures. These measures, including the introduction of relevant regulations, providing financial subsidies and tax reductions, and gradually improving infrastructure construction, provide a favorable environment and platform for the development of leisure agriculture. At the same time, the government also encourages multi-party cooperation and promotes the scientific and technological progress and innovation capacity building of leisure agriculture through the integration of politics, industry, education, and research, enhancing the overall competitiveness of leisure agriculture [1].

The development of leisure agriculture in Taiwan has an important reference significance for Chinese Mainland.

Firstly, combining Taiwan's successful experience and emphasizing the combination of leisure agriculture and regional cultural characteristics can better meet the diverse needs of tourists.

Secondly, the green development model combining ecological agriculture and tourism is a sustainable development path worth promoting widely. Once again, strengthen brand strategy and marketing, and increase the added value of agricultural tourism products.

Finally, the government should play an active role by guiding and supporting policies, strengthening infrastructure construction, and promoting the healthy development and integration of agriculture and tourism industries.

Through these measures, China's leisure agriculture can undoubtedly gain broader development space and deeper market expansion.

Development of leisure agriculture in Chengdu, China

The development of leisure agriculture plays an important role in promoting local economic growth, improving rural environmental quality, and enriching people's cultural life. Especially in Chengdu, which has a long history, leisure agriculture started early and developed rapidly, and has formed a certain scale. Hundreds of leisure agriculture boutique villages and themed creative farms have been built in various regions of the city [3].

The data of this study comes from a questionnaire survey of farmers in leisure agriculture boutique villages in Jinjiang District, Qingbaijiang District, and Pidu District from July to August 2020. Based on the needs of the research, the questionnaire was divided into two parts:

- Personal characteristics information of farmers, including age, education level, income, etc. (results are shown in Tables 2.5 and 2.6);
- Resource information of farmers, including the source of family income, whether funds can be raised, land area, awareness of support policies, etc. The results are shown in Table 2.7.

Table 2.5. Basic statistical characteristics of effective samples (1)

Type	Project	Number of people	Proportion(%)
Whether to participate in leisure agriculture	Not involved	116	53.95
	Already participated	99	46.05
Age	30 years old and below	19	8.84
	31~40 years old	59	27.44
	41~50 years old	77	35.81
	51~60 years old	42	19.53
	60 years and above	18	8.37

A total of 300 questionnaires were distributed in this survey. After excluding invalid questionnaires, there were a total of 215 valid questionnaires, with an effective rate of 71.7%. Among them, 95 were from Jinjiang District, 52 from Qingbaijiang District, and 68 from Pidu District. Table 4 shows the basic statistical information of the effective samples. Among the survey samples, the number of farmers aged 41 to 50 is larger, accounting for 35.81%, followed by those aged 31 to 40. The education level of most farmers is junior high school level, accounting for 45.12%. Most of the family labor force is 3 to 5 people and 3 or less people, accounting for 35.35% and 31.63% respectively. From the statistical data, 99 farmers have participated in leisure agriculture, accounting for 46.05%.

Table 2.6. Basic statistical characteristics of effective samples (2)

Type	Project	Number of people	Proportion(%)
Number of family workers	3 people or less	68	31.63
	3~5 people	76	35.35
	5~7 people	42	19.53
	7 or more people	29	13.49
Elementary school and below	Elementary School and below	62	28.84
	Junior high school	97	45.12
	High school	41	19.07
	College degree and above	15	6.98

On the basis of field investigation and drawing on existing research results, dependent variables and independent variables are selected. The dependent variable is whether farmers participate in leisure agriculture. The independent variables are farmers' individual characteristics, farmers' resource characteristics, and farmers' policy cognitive characteristics. The measurement of individual characteristic variables of farmers includes age, education level, number of family laborers, whether they have relevant experience, and risk preference.

Measurement of farmer household resource characteristic variables includes household income, household income sources, fund raising, and household land area. The measurement of the characteristic variable of farmers' policy cognition is farmers' cognition of support policies. See Table 2.7 for specific explanations of explanatory variables.

Table 2.7. Explanatory variable description

Variable type	variable name	Definition and assignment
Dependent variable	Whether to participate in leisure agriculture	Not participating=0; Already participating=1
Explanatory variables	Age(x_1)	30 years old and below = 1; 31 to 40 years old = 2; 41 to 50 years old = 3; 51 to 60 years old = 4; 60 years old and above = 5
	Educational level (x_2)	Elementary school and below=1; junior high school=2; high school=3; college and above=4
	Number of family laborers (x_3)	3 people and below = 1; 3 to 5 people = 2; 5 to 7 people = 3; more than 7 people = 4
	Do you have relevant experience (x_4)	None=0; Yes=1
	Risk Appetite(x_5)	Risk aversion=1; Risk neutral=2; Risk seeking=3
	Household income (x_6)	Annual family income (10,000 CNY)
	Source of family income (x_7)	Farming=1; Working=2; Others=3
	Fund Raising(x_8)	Unable to raise = 0; Able to raise = 1
	Household land area (x_9)	Below 0.13hm ² =1; 0.13~0.33hm ² =2; Above 0.33hm ² =3
	Awareness of supporting policies (x_{10})	Unfamiliar=1; Average=2; Familiar=3

This study mainly focuses on farmers' participation in leisure agriculture and its influencing factors. The dependent variable is farmers' participation, represented by [y]. [y=0] means not participating, [y=1] means having participated, which is a dichotomous variable of 0 and 1. Therefore, the logistic regression model is usually used for empirical analysis. The specific binary logistic regression model is:

$$[y=Lnp1-p=\alpha+i=1K\beta_{ixi}+\epsilon] \quad (2.1)$$

Among them, is the probability of event occurrence when the independent variable [,] is given, that is: the probability of households participating in rest and agriculture, $[\beta_i]$ represents the regression coefficient of the [i]th influencing factor, $[x_i]$ is the [i]th influencing factor] independent variables, $[\alpha]$ represents the regression intercept, and $[\varepsilon]$ represents the random disturbance term.

The statistical software Stata 13.0 was used to analyze the model estimation results, and binary logistic regression analysis was performed on the sample data. The model regression results are shown in Table 2.8.

It can be seen from the model estimation results that age, education level, risk preference, family income, fund raising, family land area, and support policy cognition have a significant impact on farmers' participation in leisure agriculture.

1. The age and education level of farmers significantly affect the behavior of farmers participating in leisure agriculture, with the significance levels of 5% and 1% respectively. There is a negative correlation between the age of farmers and their participation in leisure agriculture, which means that the older the farmers are, the less they are able to accept new things, resulting in a low willingness to participate in leisure agriculture. The higher the education level of farmers, the more likely they are to participate in leisure agriculture.

2. The risk preference of farmers has a positive and significant impact on the behavior of farmers participating in leisure agriculture, with a significance level of 5%. This shows that farmers with high risk preferences have a higher probability of participating in leisure agriculture.

3. The family income of farmers significantly affects the behavior of farmers participating in leisure agriculture, with a significance level of 5%. This shows that farmers with high household income have a higher probability of participating in leisure agriculture.

4. Farmers' ability to raise funds and household land area have a positive and significant impact on farmers' participation in leisure agriculture, with a significance level of 1%. This shows that the higher the farmer's ability to raise funds and the larger the land area, the higher the probability of participating in leisure agriculture.

5. The awareness of supporting policies significantly affects farmers' participation in leisure agriculture, with a significance level of 10%. This shows that farmers with higher awareness of government support policies are more willing to participate in leisure agriculture.

Table 2.8. Logistic model estimation results

Variable name	B	Wald	Sig.	Exp(B)
Age(x ₁)	-0.026**	4.982	0.034	0.955
Educational level (x ₂)	0.479 ***	7.102	0.001	1.945
Number of family laborers (x ₃)	0.014	0.032	0.826	1.107
Do you have relevant experience (x ₄)	-0.327	1.748	0.194	0.721
Risk Appetite(xs)	0.034 **	4.303	0.041	0.762
Household income (x ₆)	0.291**	5.214	0.038	1.348
Source of family income (x ₇)	-0.146	0.157	0.692	0.864
Fund Raising(xg)	0.461 ***	10.102	0.001	2.163
Household land area (xg)	0.573 ***	9.539	0.002	1.875
Awareness of supporting policies (xto)	0.322*	5.965	0.076	1.435

Note: “B” represents the regression coefficient; “Wald” represents the statistical value of the regression coefficient; “Sig.” represents the significance level of the variable; “Exp(B)” represents the occurrence proportion. “,**,***” are statistically significant at the 10%, 5% and 1% levels respectively.

The study is based on the survey data of farmers in leisure agriculture boutique villages in three districts of Chengdu, and uses the Logistic model to analyze the participation and influencing factors of farmers in leisure agriculture. The following countermeasures and suggestions are put forward:

- Activate the leading effect of the leisure agriculture demonstration village and enhance farmers’ confidence in developing the industry.
- Actively provide skills training to farmers to improve their professional capabilities in participating in leisure agriculture.
- Introduce policies to support the development of leisure agriculture, including talent attraction, financial support and land use assistance.
- Increase the publicity of support policies to ensure that farmers have a full understanding of the policies, thereby encouraging them to participate in leisure agriculture.

Conclusions for Section 2

In this section, we conducted a comprehensive analysis of the current situation and problems facing leisure agriculture in China through the lens of agricultural supply-side structural reform. We began by examining the background and purpose of agricultural supply-side structural reform, recognizing its pivotal role in driving China's agricultural modernization agenda and fostering sustainable development within the sector.

Our analysis revealed that the development of leisure agriculture in China is intricately intertwined with the broader objectives of agricultural supply-side structural reform. By incentivizing innovation, promoting efficiency, and enhancing quality, this reform initiative seeks to transform China's agricultural landscape, creating new opportunities for rural development and economic growth.

Moreover, through our examination of leisure agriculture cases both at home and abroad, we gained valuable insights into the diverse approaches and strategies employed in the development of leisure agriculture. By comparing and contrasting these cases, we identified key success factors and challenges inherent in the implementation of leisure agriculture initiatives, providing a nuanced understanding of the complexities involved.

However, despite the significant progress made in the development of leisure agriculture, our analysis also highlighted several critical challenges and barriers that continue to impede its growth. These include issues related to infrastructure, policy

support, market access, and consumer awareness. Addressing these challenges will be crucial in unlocking the full potential of leisure agriculture and realizing its role as a catalyst for rural revitalization and sustainable tourism development in China.

In the subsequent chapters, we will build upon these findings to formulate a comprehensive strategy for the development of leisure agriculture and rural green tourism in China. By integrating theoretical insights with practical analysis, our study aims to offer actionable recommendations for policymakers, practitioners, and stakeholders, guiding the future direction of leisure agriculture development in China.

SECTION 3

**SUGGESTIONS ON THE DEVELOPMENT OF LEISURE AGRICULTURE
IN THE CONTEXT OF AGRICULTURAL SUPPLY-SIDE STRUCTURAL
REFORM BASED ON CASES**

**3.1 Development of proposals for the current development of leisure
agriculture from domestic and foreign leisure agriculture cases**

Deepen government supervision and market guidance, and increase relevant policies and financial support.

The government plays a crucial role in promoting the development of leisure agriculture and rural green tourism. Its function is not only to formulate relevant policies, but also to provide necessary financial support and market guidance for the development of the industry. Leisure agriculture, as an important component of agricultural supply side structural reform, is of great significance in promoting rural economic development, implementing rural revitalization strategies, and accelerating urban-rural integration. With the advancement of urbanization in our country, there is an increasing demand for leisure activities that return to simplicity. The urban market potential of this emerging industry is enormous, and effective government policies and funding can undoubtedly promote its rapid development, bringing new economic growth points and employment opportunities to rural areas.

At the same time, it is also conducive to promoting the transformation of agriculture towards high-quality development.

– Firstly, the government needs to deepen its regulatory mechanism, guided by market demand, and study and formulate macro policies to promote the development of leisure agriculture and rural green tourism, ensuring the healthy and orderly development of the industry. By establishing guiding principles for the development of leisure agriculture, the government can provide strategic direction and action framework for enterprises and farmers [14]. For example, establishing an admission system and service standards for leisure agriculture projects can regulate market order, ensure service quality, and enhance tourist experience. At the same time, the government also needs to strengthen supervision of service facilities such as farmhouses, adjust service management methods in real time, and respond to dynamic changes in market demand [7].

– Secondly, the government also needs to increase financial support for leisure agriculture. A scientifically reasonable investment and fiscal expenditure strategy can not only accelerate infrastructure construction and improve rural tourism reception capacity, but also play an extremely important role in improving the service quality of leisure agriculture and rural tourism, and developing new agricultural tourism products. Distributing special funds for agricultural tourism development, establishing agricultural tourism risk funds, and state-owned banks providing low interest loans for potential leisure agriculture projects are various financial support methods that the government can consider.

– Meanwhile, the development of leisure agriculture and rural green tourism also relies on effective market guidance. By establishing and improving the rural tourism market system, the government can effectively concentrate resources, integrate various tourism products, and form a brand effect. In order to strengthen market promotion, leisure agriculture and rural tourism exhibitions can be held regularly, and new media platforms such as the Internet can be used to enhance publicity and improve the market awareness of leisure agriculture. In addition, the government can also guide the media to extensively promote characteristic landscape tourism villages and towns, enhancing their visibility and attractiveness.

"Agriculture as the Foundation" - Deeply Digging into the Cultural Heritage of Leisure Agriculture Development.

As a new type of agricultural industry model, leisure agriculture has rich cultural heritage and serves as a bridge between traditional agriculture and modern tourism. Its in-depth exploration not only enriches the connotation of rural tourism, but also provides strong support for the transformation and upgrading of agriculture. The development of leisure agriculture in China adheres to the principle of "agriculture as the foundation", constantly returning to the foundation of agricultural culture, and exploring and inheriting the profound accumulation of agricultural culture. This is an important path for China's traditional agriculture to modernize in the new era. Due to China's vast geographical space and long cultural history, as well as abundant agricultural cultural resources, the rural population has formed unique local cultures and customs in their long-term agricultural life. Therefore,

excavating these cultural materials and transforming them into tourism products is the key to building a competitive advantage with leisure agriculture characteristics.

From the successful experiences of China and foreign countries, it can be seen that innovative development of leisure agriculture while maintaining its cultural core is an effective model for achieving sustainable development. For example, South Korea's rural green tourism policy emphasizes the value of traditional agriculture while also emphasizing the combination of agriculture, culture, and tourism, creating a unique rural leisure experience [1][7]. In addition, in the process of strengthening brand image construction, Taiwan's leisure agriculture also focuses on protecting and inheriting rural characteristic culture, forming various distinctive agricultural tourism products. These experiences provide a clear direction for the development of leisure agriculture in China: it is necessary to combine agricultural production activities with the dissemination of agricultural culture, transform agricultural resources into the content and carrier of leisure tourism, and thereby achieve the value-added and brand enhancement of agriculture.

For the actual situation in China:

– On the one hand, it can be found that although China's leisure agriculture has made significant development in recent years, many regional farmhouses and rural tourism projects are popular among tourists, the overall cultural connotation of these activities is still shallow, and the development and excavation of local traditional agricultural culture are not deep enough, which restricts the long-term development of leisure agriculture.

– On the other hand, the supply side reform of Chinese agriculture has put forward core goals such as optimizing industrial structure, which requires leisure agriculture to pay more attention to the integration and innovation of cultural elements while increasing supply and improving quality, and form a leisure agriculture tourism integration model that meets market demand and sustainable development [13].

In this context, in-depth exploration and development of the cultural heritage of leisure agriculture should start from the following aspects: first, strengthen the protection and utilization of agricultural cultural heritage, making it the core attraction and characteristic symbol of leisure agriculture. Carry out a rural cultural heritage survey and protection project, establish a work mechanism that combines rural cultural heritage protection and tourism development, and adopt scientific methods for excavation and sorting, applying modern communication methods to revitalize traditional agricultural culture. Next is to innovate agricultural cultural products, develop handicrafts, branded specialty foods, and rural experiential activities that combine agricultural characteristics, continuously enrich the cultural connotation of leisure agriculture, and improve the quality and depth of agricultural tourism. And to achieve industrialization and branding of agricultural culture, establish regional agricultural cultural brand image, shape unique regional cultural symbols, broaden market channels for agricultural products, and improve the added value of agricultural products.

The supply side structural reform of agriculture provides a good opportunity for the development of leisure agriculture in China, and carefully exploring and

deepening the cultural heritage of agriculture is an important way to achieve long-term development of leisure agriculture. By innovatively protecting and inheriting agricultural culture, and promoting the revitalization and utilization of cultural heritage, combining traditional agricultural culture with modern people's leisure needs, not only can significantly enhance the competitiveness of agricultural products and tourism, but also play an irreplaceable role in promoting the diversification of the agricultural industry and increasing the income of farmers. Therefore, in the development practice of leisure agriculture, the core of agriculture should be unwavering, and the excavation and inheritance of cultural heritage should be regarded as the key point to continuously promote the development of leisure agriculture, injecting more profound and lasting impetus into China's rural revitalization strategy.

Based on local conditions and highlighting characteristics, promote the development of leisure agriculture brands.

In exploring the development process of leisure agriculture, it is necessary to focus on the specific natural conditions, social and cultural background, and resource advantages of the region to form a unique brand of leisure agriculture. By adapting to local conditions and combining local characteristics, leisure agriculture projects can not only have regional characteristics, but also lead market trends and improve competitiveness. In addition, adhering to the combination with agricultural production, constantly innovating project content and forms, and attracting tourists with a variety of agricultural tourism products are important ways to promote the development of leisure agriculture brands.

Some regions in China have achieved significant results in promoting the branding development of leisure agriculture. For example, the tea culture tourism in Pu'er, Yunnan, the tea experience in Mount Huangshan, Anhui, and the grape picking festival in Turpan, Xinjiang, have all built a well-known leisure agriculture brand at home and abroad based on the significant advantages of local agricultural resources. The local government has promoted the deep integration of agriculture, culture, and tourism by formulating preferential policies and establishing a sound service system. This not only enhances the added value of agriculture, but also promotes the diversified development of rural economy. It has been proven that combining agricultural resources with tourism to form distinctive products can greatly enhance the experience and participation of tourists, thereby stimulating consumer desire, promoting product sales and brand dissemination.

For the development of leisure agriculture brands, the following strategies can be adopted:

- Firstly, it is necessary to strengthen the brand building of local characteristic agricultural products. By planning a series of agricultural tourism activities, such as local specialty festival markets and folk experience activities, we continuously enhance the visibility and influence of agricultural products. Such activities can effectively showcase the unique culture and historical heritage of regional agriculture, and are in line with the trend of modern consumers pursuing personalized and differentiated consumption. In addition, local governments should actively provide necessary policy and financial support for agricultural tourism

projects, and create demonstration areas for the integrated development of agriculture and tourism [11].

– Secondly, optimize the project structure and focus on deeply exploring the connotation of agricultural culture. Local historical and cultural resources can be utilized, combined with existing agricultural production, to develop a series of unique leisure agricultural projects. Such as introducing modern agricultural technology and creating a smart farm experience [1]. Through these projects, not only can the regional agricultural history be inherited and promoted, but modern agricultural technology knowledge can also be promoted, meeting the dual needs of tourists for knowledge and fun [5].

– Once again, combining local traditional craftsmanship and modern design thinking, develop creative agricultural products that meet market demand. For example, combining local traditional handicrafts with modern design concepts to create leisure agriculture derivatives that are both environmentally friendly and have local characteristics can not only broaden the agricultural industry chain, but also increase the consumption added value of agricultural culture.

– Finally, in the development of leisure agriculture, attention should be paid to the overall image building and promotion of local brands, and new media means such as the Internet should be used to strengthen the publicity of leisure agriculture brand stories and enhance the brand's market influence. At the same time, we will work together with local governments, enterprises, and media to create a comprehensive, in-depth, and lasting local brand image. Through multi-channel and three-dimensional promotion, vividly portray the advantages of local agricultural

industry development, enabling the brand to integrate into the daily lives of tourists and achieve brand reputation.

Overall, promoting the branding of leisure agriculture is an effective way to enhance rural economic vitality and promote regional economic development. This can not only effectively increase agricultural output value, but also promote the process of rural integration, achieve sustainable agricultural development, and increase farmers' income.

Innovation and Strengthening Scientific Management and Operations

Leisure agriculture, as an innovative agricultural development model, has achieved rapid development in China in recent years. Especially in the context of the structural reform of the agricultural supply side, leisure agriculture not only enriches the connotation and form of agriculture, but also effectively promotes the transformation and upgrading of the agricultural industry, creating a new path for increasing income and wealth for the vast rural population. However, in order to maintain the long-term and healthy development of leisure agriculture, it is necessary to start from both innovation and scientific management, and explore a development model that is in line with international standards while also having Chinese characteristics.

From an innovative perspective, diversified design can be carried out for agricultural leisure formats. Based on resource endowments and market demands, local characteristics and cultural elements can be deeply explored to create new leisure agricultural products that are different from traditional formats, in order to meet the personalized needs of different consumers. At present, some regions have

been trying to combine traditional agriculture with modern leisure experiences, such as integrating agricultural production with DIY experiences, agricultural experiences, rural catering, etc., which not only enhances the tourist experience but also increases the added value of agricultural products [7].

In addition, technological innovation is also a key factor in promoting the development of leisure agriculture. With the rapid development of modern information technology, how to integrate the Internet, Internet of Things and other high-tech into leisure agriculture and improve the intelligent management and service level of agriculture is an urgent problem in the development of leisure agriculture. By establishing a smart agriculture platform, integrating resource information, and providing one-stop services, not only can agricultural production efficiency be improved, but also more convenient and personalized tourism experiences can be brought to tourists [1].

Scientific management is an inherent requirement for the sustainable and healthy development of leisure agriculture. In specific implementation, a feasible method is to establish an evaluation and supervision system for leisure agriculture. By evaluating key indicators such as leisure agriculture business processes, service quality, and operational efficiency, a basis is provided for continuous improvement of management, and corresponding incentive and constraint mechanisms are established accordingly. On this basis, by regularly organizing industry training and learning exchanges, the management level and service ability of practitioners can be improved, and the operating environment of leisure agriculture can be further optimized [2].

In terms of business model innovation, we will develop various business entities such as leisure agricultural cooperatives and family farms to achieve win-win cooperation. This type of business entity has the advantages of strong operational flexibility and high integration of the agricultural industry chain, which can effectively connect various links such as production, processing, and sales of agricultural products, forming a distinctive and significantly differentiated brand. At the same time, relying on local advantages, leisure agriculture can be integrated and developed with multiple industries such as rural tourism and cultural experience, expanding business scope, enriching the leisure agriculture product system, and improving the market attractiveness and profitability of the project.

To develop leisure agriculture, it is necessary to strengthen public-private cooperation, introduce social capital, orderly open the market, find suitable models, effectively combine government macroeconomic regulation with market micro operation, and jointly promote the development of leisure agriculture. In practical applications, government procurement of services, strategic land allocation, and tax incentives can be used to attract private investment, tap into the market potential of leisure agriculture, guide capital flow to this field, and further stimulate the innovation and market vitality of leisure agriculture [8].

In summary, in the future development of leisure agriculture in China, innovation and scientific management should be highly valued. While continuing to play the role of government guidance and market mechanisms, diversified business entities should be constructed to continuously improve service quality and operational efficiency. Through the establishment of a scientific evaluation and

supervision system, combined with local realities, we will deeply explore cultural connotations, innovate business models, and strengthen technical support, in order to promote the healthy and sustainable development of leisure agriculture and rural green tourism. In this process, it is necessary to fully leverage the resource advantages of agriculture and closely integrate with the development trend of modern service industry to achieve high-quality development of industries and contribute to the modernization of agriculture and the comprehensive revitalization of rural areas.

3.2 Development of countermeasures and proposals for the development of Leisure Agriculture and rural green tourism under the Background of Agricultural Supply Side Structural Reform

Developing rural economy and improving rural environment

In the context of the structural reform of the agricultural supply side, proposing countermeasures and suggestions for the development of leisure agriculture can not only promote structural adjustment of the rural economy, but also help optimize the rural ecological environment, thereby promoting the development of leisure agriculture towards a more green and sustainable path. By deeply integrating green concepts and applying structural reform strategies on the agricultural supply side, an efficient rural economic development model can be

constructed, promoting agricultural transformation and upgrading, enhancing rural ecological functions, and enhancing the attractiveness and competitiveness of rural tourism.

The essence of agricultural supply side structural reform lies in optimizing the supply structure, improving supply quality and efficiency, and ultimately achieving sustained growth of the agricultural economy and balanced development of the ecological environment. Therefore, to shape the effectiveness of the agricultural supply side structure, it is necessary to innovate agricultural management models, optimize industrial layout, and guide resource allocation to be more rational [9]. In terms of countermeasures, a systematic planning of rural land use structure should be carried out, effectively utilizing idle and peripheral land for leisure agricultural projects, such as ecological sightseeing parks, characteristic cultural villages, experiential farms, etc. This can not only increase the effective utilization of rural land resources, but also provide rich and diverse content and forms for rural tourism.

With the development of social economy and the acceleration of urbanization, the demand for leisure and entertainment among urban and rural residents is increasing day by day. The pursuit of rural leisure tourism by the urban middle class is not only a yearning for a pure natural environment, but also a respect and recognition of simple rural culture. Therefore, taking effective measures to deeply explore the cultural connotations of rural areas and creating rural tourism brands with local characteristics has become an important direction that cannot be ignored in the development of leisure agriculture. By creating geographical indication products, such as regional plants such as peonies [14], and developing creative

tourism products with agricultural products as the theme, it can effectively attract the market and increase the added value of agriculture.

In addition, through the organic combination of government guidance and market mechanisms, modern agricultural technology and management models should be introduced to achieve the transformation of leisure agriculture towards high-tech and high output value, including the promotion of intelligent agriculture, green circular agriculture, etc. Efforts will be made to reform and improve the agricultural product market system, ensure the marketization level of rural leisure industry, promote the diversified development of rural leisure industry, and form a multi-level market system for agricultural products [1]. At the same time, scientifically positioning the position and role of leisure agriculture in the overall supply of agriculture, accurately grasping the characteristics and laws of leisure agriculture, and designing a development model of leisure agriculture that conforms to the trend of modern agricultural development.

Improving the rural environment and achieving a high degree of unity between leisure agriculture and rural green development is an important link in the supply side structural reform of agriculture. Increase investment in infrastructure such as sewage treatment, garbage recycling, and farmland pollution control, use clean energy such as solar and wind energy, continuously improve the technical level and service quality of rural environmental governance, and create a clean, tidy, and ecologically pleasant rural environment. Through this approach, rural areas are not only a source of agricultural products, but also an excellent space for leisure experiences and cultural insights.

Improve the construction of rural surrounding facilities and promote the development of leisure agriculture

Improving the construction of rural peripheral facilities is a key link in promoting the development of leisure agriculture, which is of great significance for enhancing the rural tourism experience and enhancing the attractiveness of rural areas. The deepening of agricultural supply side structural reform has provided new development opportunities and challenges for rural infrastructure construction. Leisure agriculture is not only related to the output and benefits of agriculture itself, but also to the improvement of rural environment, the inheritance and development of rural culture, and the improvement of the quality of life of urban and rural residents [12].

Effective development strategies should focus on improving the level of rural public services and building a comprehensive rural leisure facility system in response to the existing rural infrastructure conditions. Specific policy recommendations include increasing fiscal investment, optimizing resource allocation, and accelerating the transformation and upgrading of rural transportation networks, water conservancy facilities, power supply, and environmental sanitation facilities. Strengthening the construction of pathway facilities has a direct promoting effect on the management entities such as farmhouses and sightseeing parks, which are directly proportional to the flow of tourists and their stay time, and can enhance the market competitiveness and sustainability of leisure agriculture projects [2].

In planning and design, not only should the completeness and systematicity of functions be considered, but also ecological and environmental protection and

regional characteristics should be emphasized. Through scientific and reasonable planning, this not only meets the diversity needs of leisure agriculture formats, but also achieves harmonious coexistence with the local natural environment [1]. For example, when constructing temporary parking facilities, permeable materials can be used to reduce the hardening impact on the land; When setting up rest areas, consider using renewable materials and energy-saving equipment; When constructing public health facilities such as toilets, it is necessary to rely on modern sewage treatment systems to ensure that the discharged water quality meets relevant standards and does not have a negative impact on the surrounding agricultural production and ecological environment.

In addition, the promotion of intelligent agricultural applications is equally crucial for improving the service efficiency and experience quality of leisure agriculture. Investing in establishing a smart agricultural and tourism service platform based on modern information technologies such as the Internet of Things, big data, and cloud computing can effectively integrate resources, improve labor productivity, and provide personalized services for tourists, promoting the development of leisure agriculture towards digitalization, networking, and intelligence [7].

Establishing brand characteristics and accelerating industrial integration

In the development process of leisure agriculture, there have always been problems of product homogenization and single marketing methods, which to some extent limit the market share and brand effect of agricultural tourism integrated products. With the continuous promotion of agricultural supply side structural

reform, improving the comprehensive competitiveness of leisure agriculture and rural green tourism has become the key to accelerating industrial integration and brand building. In view of this, this study focuses on the breakthrough point of agricultural supply side structural reform and extracts specific countermeasures and suggestions for establishing brand characteristics and accelerating industrial integration.

Firstly, establishing brand characteristics is not only an innovation in marketing methods, but should also be rooted in the personalized design of leisure agriculture service content and products. Currently, brand building is still stuck in superficial promotion and promotion, while the deep development of actual service products still needs to be strengthened. Around the core resources of leisure agriculture, distinctive agricultural tourism products that meet the leisure experience needs of tourists can be developed based on the natural landscape, cultural history, festival customs, and other aspects of the region [1]. For example, closely integrating historical and cultural elements with agricultural production, developing themed tours dominated by local historical stories, or using specific festival events as opportunities to launch limited products and services, deepening tourists' awareness and loyalty to the brand.

Secondly, in accelerating the process of industrial integration, it is essential to leverage the functions of multiple stakeholders. The government, enterprises, farmers, and social organizations should form a joint force to achieve resource sharing and complementary advantages through strategic linkage. Under this framework, the government is responsible for planning guidance and policy support,

guiding enterprises and farmers to deepen cooperation and develop various models of leisure agriculture operating entities, such as agricultural parks, leisure farms, ecological restaurants, etc., forming a diversified business model that supports each other in the industrial chain, and conducting marketing in a more scientific and effective way [2][6].

In brand building, attention should be paid to the long-term accumulation and maintenance of brand image. This includes high-quality products and services, continuous brand education and promotion, and good word-of-mouth management. Specifically, in terms of brand marketing strategies, we can draw on the experience of Luoyang City in building a leisure agriculture tourism brand with a peony theme. By establishing a unique brand story, we can enhance the brand's appeal and market recognition, and create a leisure agriculture brand image with local characteristics.

Furthermore, we need to focus on consumer experience and market feedback to maximize brand value. The reform of the supply side of leisure agriculture should be driven by market thinking, comprehensively consider the diverse needs and feedback of consumers, adjust products and services in a timely manner, and continuously optimize brand image and competitiveness. By utilizing modern management methods and improving the training mechanism for service personnel, we aim to enhance the overall service quality and efficiency, and build a professional and high-quality service team to support the sustainable development of leisure agriculture.

Guided by tourist demand, improving the quality of practitioners

In the rapid development of leisure agriculture, high-quality tourism experiences are increasingly becoming a focus of attention for tourists. The service quality and employee quality of leisure agriculture directly affect the satisfaction of tourists and the sustainable development of agricultural tourism industry. Therefore, one of the strategies for the next development of leisure agriculture should be to focus on the needs of tourists and improve the professional quality and service level of practitioners through systematic training.

The demand for tourists is becoming increasingly diverse, and the thirst for leisure experiences and cultural participation continues to grow [1]. Employees engaged in leisure agriculture need to possess rich agricultural knowledge, modern service awareness, and customer satisfaction management skills. While improving service quality, practitioners should be able to convey knowledge of agricultural culture and modern agricultural technology to tourists, in order to enhance their educational experience and cultural participation [8]. Therefore, developing a comprehensive training system and implementing it has become an essential step.

In a detailed training plan, corresponding courses should be designed to provide agricultural knowledge education, highlighting local agricultural characteristics and green ecological elements. Education practitioners should use interactive methods to introduce the growth process of crops, agricultural ecological protection, and the production process of agricultural products to tourists. At the same time, strengthen customer service skills training, including communication skills, first aid knowledge, foreign language skills, etc., to cope with the increasingly internationalized market demand [12]. On this basis, regular service level tests and

evaluations are held to form incentive and improvement mechanisms, encouraging practitioners to continuously improve service quality.

In addition, for customer satisfaction management, establish an effective tourist feedback mechanism to make tourist opinions an important reference for optimizing services. Conduct regular service quality evaluations based on feedback from tourists, and explore new service models and experiential activities in a timely manner to better meet the diverse needs of tourists. Continuous optimization and innovation can not only improve tourist satisfaction, but also effectively enhance the overall competitiveness of leisure agriculture.

The improvement of the quality of practitioners requires the joint efforts of enterprises, governments, and educational institutions. On the enterprise side, leisure agriculture operators should attach importance to the training of practitioners, provide necessary financial and resource support, and establish long-term cooperative relationships with professional education and training institutions. On the government's side, policy support and financial subsidies can be provided to encourage leisure agriculture enterprises to develop human resources, as well as to carry out various vocational skill enhancement projects, such as agricultural tourism tour guide training, characteristic agricultural product processing technology training, etc [6]. In terms of educational institutions, they should closely integrate with actual industry practice, develop courses and certification systems that meet industry needs, and ensure the compatibility between the education of practitioners and the needs of enterprises.

All in all, the development of leisure agriculture in China needs to focus on innovation and scientific management, and use government policies and market effects to promote diversified operations and improve services and efficiency. Combine local characteristics, develop culture and technology, and achieve the sustainable development of leisure agriculture and green rural tourism. In addition, agricultural supply-side structural reforms should incorporate green concepts to improve rural economic vitality and ecological environment. Leisure agriculture not only relies on agricultural product processing, but also needs to be closely integrated with rural tourism to improve basic services and leisure capabilities, promote consumer market expansion and economic optimization, strengthen urban-rural integration, and achieve a win-win situation. Through brand building, policy guidance, innovation incentives and community co-construction, we will improve the level of rural ecological economy, guide the needs of tourists, improve the quality of employees, and promote the coordinated development of leisure agriculture and green tourism.

Conclusions for Section 3

In this section, we provided valuable insights and recommendations for the development of leisure agriculture in the context of agricultural supply-side structural reform, drawing upon domestic and foreign leisure agriculture cases.

Through a comparative analysis of these cases, we identified key lessons and best practices that offer actionable guidance for policymakers, practitioners, and stakeholders seeking to foster the growth of leisure agriculture in China.

Our examination of domestic and foreign leisure agriculture cases yielded important insights into the diverse approaches and strategies employed in the development of leisure agriculture. By synthesizing these experiences, we identified several overarching themes and principles that can inform the current development of leisure agriculture in China. These include the importance of community engagement, the integration of cultural heritage, the promotion of sustainable practices, and the diversification of recreational offerings.

Furthermore, we proposed a series of countermeasures and suggestions tailored to the unique challenges and opportunities facing leisure agriculture under the backdrop of agricultural supply-side structural reform in China. These suggestions encompass a wide range of areas, including policy support, infrastructure development, capacity building, market promotion, and stakeholder collaboration. By addressing these key areas, we believe that China can unlock the full potential of leisure agriculture as a driver of rural revitalization and sustainable tourism development.

In conclusion, the development of leisure agriculture in China presents both challenges and opportunities in the context of agricultural supply-side structural reform. By drawing upon the insights and recommendations presented in this section, policymakers, practitioners, and stakeholders can work collaboratively to formulate and implement strategies that maximize the socio-economic benefits of leisure agriculture while preserving the cultural and environmental integrity of rural communities.

CONCLUSIONS

This research studies the development of China's leisure agriculture and rural green tourism, focusing on analyzing the current situation and existing problems of China's leisure agriculture under the background of agricultural supply-side structural reform, and puts forward targeted countermeasures and suggestions. At the same time, lessons learned from domestic and foreign cases are provided to provide reference and guidance for the development of leisure agriculture in China.

1. In the framework of discussing agricultural supply-side structural reform, this article conducts an in-depth analysis of the development status and existing problems of leisure agriculture in China. The study provides an overview of the evolution of leisure agriculture and its current characteristics, and points out key issues such as insufficient supply-side efficiency and low project profitability. Through a combination of empirical and case study methods, this study collected data from the agriculture and tourism sectors and conducted a questionnaire survey to comprehensively analyze these issues. It aims to develop scientific solutions for China's leisure agriculture and promote its sustainable development.

2. An in-depth exploration of examples of leisure agriculture at home and abroad, such as the leisure agriculture models in the Provence region of France, Taiwan and Chengdu, was conducted, and the success factors were summarized from the perspectives of policy support, cultural excavation, characteristic cultivation, and management innovation. The study used comparative analysis

methods and logistic models to conduct a vertical and horizontal comparison of the development strategies, management techniques and innovative operations of each case to refine experiences and strategies that are beneficial to China's leisure agriculture. The purpose of the research is to provide guidance for the process of leisure agriculture in China and provide model and strategic reference.

3. Based on the perspective of agricultural supply-side structural reform and the analysis of successful cases, this study proposes a series of countermeasures for the development of leisure agriculture, such as promoting rural economic development and optimizing rural landscapes; strengthening the construction of rural surrounding infrastructure and promoting The growth of leisure agriculture; building brand image and accelerating industrial integration; focusing on tourist needs, improving the quality of service personnel, etc. By comprehensively using research methods such as literature survey, expert interviews, and policy analysis, this article is committed to proposing practical development strategies to realize the transformation and upgrading of China's leisure agriculture, promote its coordinated development with rural green tourism, and assist the agricultural modernization process.

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