Planning of the "Yinxiang Jiuguan" Ecological Garden

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Abstract: With people's pursuit of a healthy lifestyle and growing concern for the natural environment, agro-ecological parks, as a kind of modernized agricultural demonstration area integrating ecological planting, leisure and sightseeing, and science education, are gradually becoming a new highlight of the development of urban and rural areas. The purpose of this paper is to discuss the planning and implementation of an agro-ecological park project, which takes the town of Yinxiangshui as the core, and is committed to creating a comprehensive tourism area integrating ecological agriculture, leisure and vacation, sports and fitness, sightseeing and entertainment. Through scientific planning and rational layout, this project aims to promote the process of agricultural modernization, promote rural economic development, and enhance public awareness of environmental protection and scientific literacy.

***Keywords*:** agro-ecological park, modern agriculture, agro-tourism

1. Introduction

At present, agro-tourism has developed from single sightseeing tourism to ecological leisure experience tourism, and it is particularly important to explore the relevant theories of agro-ecological park planning. Agro-ecological park can not only effectively utilize agricultural resources and tourism resources[1], but also coordinate the contradiction between the two industries and the environment, and realize the unity of economic, social and ecological benefits. This project is based on Yinxiangshui Township, and aims to create an all-around and multi-functional comprehensive agro-ecological park by dividing six sections: ecological agricultural recreation area, agricultural planting experience area, animal viewing area, fishing recreation area, catering and processing area, and on-line and off-line direct stores.

2. Background and Significance of the Project

Located in an area with favorable geographic location and beautiful natural environment, Inxiangshui Town is endowed with unique agricultural and tourism resources. With the acceleration of urbanization and the improvement of people's living standards, there is a growing demand for people to return to nature and experience farming culture. The implementation of this project can not only meet the demand of urban residents for leisure and vacation, but also promote the adjustment and optimization of the local agricultural industrial structure, improve the income of farmers and promote the sustainable development of the rural economy. At the same time, through the integration of popular science education functions, the project can also enhance public awareness and understanding of ecological agriculture and promote the construction of ecological civilization.

3. Project planning and design

3.1 Eco-agricultural leisure and agricultural planting experience area

Eco-agriculture leisure area is the core area of this project, which is based on ecological planting, combined with leisure and sightseeing functions to create a green, ecological and healthy agricultural landscape. The area will introduce advanced eco-agriculture technology and management mode, planting all kinds of organic vegetables, fruits and Chinese herbs, etc. to form a diversified eco-agriculture ecosystem. At the same time, the layout of landscape design and recreational facilities will provide a place for visitors to get close to nature and experience farming culture.

The Agricultural Planting Experience Area aims to provide visitors with the opportunity to participate in agricultural activities and enhance their understanding and awareness of agricultural production through hands-on experience of planting, harvesting and other agricultural processes. The area will be set up with different themes of planting gardens, such as vegetable gardens, fruit gardens, flower gardens, etc., equipped with professional agricultural technicians to provide guidance to ensure that tourists can participate in agricultural activities in a safe and effective manner.

3.2 Animal Viewing, Fishing and Leisure, Catering and Processing Area

The animal viewing area will introduce all kinds of rare animals and poultry and livestock, and provide visitors with viewing and learning opportunities through scientific and reasonable layouts and displays. Focusing on animal welfare and ecological protection, it will ensure that animals live in a comfortable environment[2]. At the same time, popular science education activities are carried out to enhance visitors' knowledge and awareness of animal protection. Utilizing the rich water resources of Incheon Shui Town to create a water activity area integrating fishing, leisure and entertainment. Set up different levels of fishing areas, equipped with professional fishing facilities and service personnel to provide quality fishing experience. Regularly organize fishing competitions and other activities to increase visitor participation and interest. Combine the agricultural resources of the ecological agricultural leisure area to provide green, healthy and delicious catering services. Introduce advanced catering processing technology and equipment to ensure food safety and hygiene. Organize food festivals and other activities to promote local specialties and culture and attract more tourists to taste and experience them.

3.3 Online and offline directly-managed stores

The online and offline direct store will serve as one of the important sales channels of this project, selling the agricultural products of the ecological agricultural leisure area directly to consumers through the combination of online platforms and offline physical stores. The area will focus on brand building and marketing promotion to increase the visibility and reputation of the agricultural products[3]. At the same time, it will enhance consumer loyalty and satisfaction by providing quality after-sales service and customer experience.

4. Implementation Strategies and Safeguards

Combined with the natural resources and environmental conditions of the town of Yinxiangshui, develop a scientific planning program to ensure the sustainable development of the project. Actively seek government policy and financial support to provide strong protection for implementation. Follow closely the market demand and changes in consumer preferences, and flexibly adjust the business strategy and product structure to improve market competitiveness. Introduce advanced agricultural technology and management mode, improve agricultural production efficiency and product quality, and focus on scientific and technological innovation and talent cultivation. Set up a leading group and working organization for the implementation of the project, with a clear division of responsibilities and tasks. Establish a sound coordination and supervision mechanism to ensure the smooth implementation and effective promotion of the project. Improve the supporting infrastructure and service facilities, strengthen environmental protection and ecological construction, and enhance the overall quality and sustainable development of the project. Strengthen the project publicity and promotion through multiple channels, shape the brand image, enhance the word-of-mouth effect, and attract more tourists to visit and experience and spend money. Establish and improve the risk management mechanism and emergency plan system, strengthen risk monitoring and early warning, timely detection and proper response to all kinds of risk challenges and problems and hidden dangers.

5. Conclusion and outlook

The project is based on the town of Yinxiangshui, through scientific planning and reasonable layout to create a modern agricultural demonstration area integrating ecological planting, leisure and tourism, science education. The implementation of this project can not only meet the needs of urban residents for leisure and vacation[4], but also promote the adjustment and optimization of the local agricultural industrial structure to increase farmers' income and promote the sustainable development of the rural economy. At the same time, through the integration of science education functions, the project can also enhance the public's knowledge and understanding of ecological agriculture and promote the construction of ecological civilization. Looking ahead[5], we will continue to deepen the project research and practical exploration work to continuously improve the project planning and design and operation and management mechanism; and strive to build Yinxiangshui Township into a modern agro-ecological park demonstration area with international influence.

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