



Research on Development Strategies of Leisure and Sightseeing Agriculture in Lanxi City's "Yangmei Corridor"

Shiyi Liu, Jun Zhang

School of Geography and Environmental Sciences, Zhejiang Normal University, Jinhua, China

Email: lsy0612yyds@163.com

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Abstract

Leisure and sightseeing agriculture is a new type of agricultural development that combines leisure sightseeing and agriculture with agriculture. The development of leisure and tourism agriculture will help rural development, increase agricultural efficiency and increase farmers' income. As a characteristic industry of Lanxi, bayberry has a solid industrial foundation with the strong support of the government and relevant organizations. Under the current background of the explosive development of domestic leisure and sightseeing tourism, if new development concepts can be incorporated, Lanxi Yangmei's characteristic leisure and sightseeing agriculture has broad prospects for future development. Based on this, the paper uses the SWOT analysis method and takes Lanxi "Yangmei Corridor" as the research object to conduct a detailed analysis of its advantages and disadvantages in developing leisure and sightseeing agriculture, thereby proposing the introduction of a new model for the development of "experiential" leisure and sightseeing agriculture. Relevant safeguard measures and suggestions were put forward for the construction of the new model.

Subject Areas

Tourism Economy

Keywords

Leisure and Sightseeing Agriculture, Agricultural Multi-Functionality, Rural Tourism, Cultural Value

1. Introduction

Leisure and sightseeing agriculture refers to making full use of the unique cultural landscape of agriculture and rural areas, combining agricultural, forestry,

animal husbandry and fishery production and management activities, rural traditional culture and farm life, and giving full play to the benefits of agriculture through careful planning and development with the theme of tourism connotation. It has multiple functions and meets people's various leisure needs. It is a new industry formed by the organic integration of agriculture and tourism [1]. At the same time, it is also a way to organically integrate the primary, secondary and tertiary industries, playing a very important role in promoting farmers' income increase, agricultural development and rural prosperity. The construction of leisure and sightseeing agriculture not only has the productive function of developing agriculture, but also has the comprehensive function of improving the environment and providing activities such as sightseeing, vacation, recreation, and education [2]. Since the beginning of the 20th century, my country's leisure and tourism agriculture has begun to flourish. However, because it is in the early stage of development, operators have not formed effective business and management concepts, and there is a lack of government policy and financial support. My country's leisure and tourism agriculture has begun to flourish. Agricultural development is slow and the realization of benefits is inefficient. After nearly two decades of development, the development of domestic leisure agriculture has made certain progress, but there is still a strange phenomenon of insufficient follow-up motivation and stagnant development.

In order to get rid of this development dilemma and inject new vitality into the development of leisure and sightseeing agriculture in our country, more and more leisure and sightseeing agricultural operators have begun to think about new development models. They have jumped out of backward fixed thinking and shifted from blindly providing leisure and sightseeing services to building "experiential" leisure and sightseeing agriculture [3]. The so-called "experiential" leisure and sightseeing agriculture is based on the development of leisure and sightseeing agriculture, paying more attention to humanistic experience and tourism feelings, emphasizing not only providing basic tourism services for tourists, but also focusing on meeting the visual and emotional needs of tourists during the tour [4]. Compared with the previous development model, the "experiential" leisure and tourism agriculture development model also focuses on the innovative development of cultural creativity and diversified industries, injecting new development driving force into leisure and tourism agriculture [5]. This article takes the bayberry industry in Lanxi City as the research object to study the problems it faces in the development of leisure and tourism agriculture. It introduces relevant theories of the experiential leisure and tourism model to construct the "Yangmei Characteristic Immersive Tourism Model" in Lanxi City and points out the relevant factors in constructing this model. Support measures are provided in order to provide theoretical reference for the comprehensive development of the bayberry industry in Lanxi City.

2. Development Status of Lanxi "Yangmei Corridor"

Bayberry is a typical fresh fruit with very distinct seasonal and perishable cha-

racteristics. Its unique sweet and sour taste is very popular among consumers in the fruit market. Bayberry is distributed in many provinces, among which Zhejiang Province has the largest planting area, the most complete varieties, and the largest yield [6].

2.1. Current Status of Leisure and Sightseeing Agriculture in Lanxi

Bayberry has the reputation of “the first one is worth a thousand pieces of gold”. **Figure 1** is the scenery of Jinhua Mountain, Lanxi is a prefecture-level city under Jinhua. Lanxi is the largest bayberry production base in central and western Zhejiang, and is the hometown of bayberry in China. The bayberry cultivation has a long history and is of high quality. Lanxi has Majian, Baishe, Yunshan and Xiangxi as its main bayberry producing areas. The main varieties grown are water chestnut species, Dongkui, Muyemei, etc. Starting from the urban area all the way north, it forms a cluster with Provincial Highway 47 as the main line features the “Fifty Mile Bayberry Corridor”. The bayberry planting villages along Provincial Highway 47 have beautiful scenery and a long history. They have a good foundation for leisure and sightseeing agriculture. Together with the characteristic bayberry industry, leisure and sightseeing agriculture with bayberry as its characteristic has initially formed. The first stop of the Fifty Mile Bayberry Corridor is Zhushan Village. The bayberries produced there are early in the market and of good quality. It is known as the first village on the Fifty Mile Bayberry Corridor in Lanxi. The bayberry leisure sightseeing tour in Zhushan Village mainly focuses on mountain picking, and also includes mountaineering sightseeing at Jinhua Mountain, the place of enlightenment in Wong Tai Sin, forming a special leisure sightseeing tour of “bayberry picking + mountain climbing to reminisce about the past”. Majian Town, an important bayberry town in the fifty-mile bayberry corridor, has built a bayberry style garden featuring “best quality” and “bayberry characteristic culture”, which attracts a large number of tourists every year. **Figure 2** shows a boutique bayberry garden in Lanxi. **Figure 3** is the red bayberry of Lanxi.



Figure 1. Jinhua Mountain scenery. Source:

http://www.lanxi.gov.cn/art/2021/1/15/art_1229195212_59205124.html.



Figure 2. Lanxi Majian boutique bayberry style garden. Source: http://www.lanxi.gov.cn/art/2021/1/15/art_1229195212_59205124.html.



Figure 3. Lanxi bayberry. Source: https://cs.zjol.com.cn/kzl/202205/t20220523_24266813.shtml.

2.2. Current Status of Lanxi Bayberry Industry

2.2.1. Current Status of Lanxi Bayberry Production

The climate of Lanxi City belongs to the East Asian subtropical monsoon climate, with abundant precipitation, warmth and humidity [7]; the landform within the city belongs to the hilly basin landform in central Zhejiang, with multiple slopes and mountains; the soil in the city is mainly slightly acidic red soil and lithological soil [8]. The unique natural environment of Lanxi is very suitable for planting bayberry with harsh growing conditions. Lanxi bayberry has a large planting area, large output and rapid growth. In 2017, Lanxi bayberry planting area was nearly 70,000 acres, with an annual output of approximately 25,000, and an annual output value of approximately 300 million yuan. By 2020, the annual output will reach 40,000 tons, with an annual output value of more than 400 million yuan. Majian Town, the pioneer of bayberry cultivation in Lan-

xi, takes “government guidance, market leadership, enterprise entry, and farmers as shareholders” as its central idea. It has established the International Bayberry Research Center in collaboration with the Zhejiang Academy of Agricultural Sciences, and also invited Zhejiang University, Zhejiang Province Eleven experts from the Academy of Agricultural Sciences have formed a bayberry expert advisory team to provide technical support for the scientific and green planting of Lanxi bayberry. With the help of the expert team, a large number of high-quality bayberry planting and cultivation techniques have been introduced and spread among farmers. The variety structure of Lanxi bayberry planting has been optimized, and the planting ratio of bayberry varieties has also been improved.

2.2.2. Current Status of Lanxi Bayberry Processing

Developing the processing industry of bayberry products is of great significance for increasing the added value of bayberry and increasing farmers’ income. However, the current processing method of Lanxi bayberry by-products is relatively simple and the bayberry processing industry chain is short, limited to canned bayberry, dried bayberry, bayberry juice, bayberry soaked wine and other products. In order to change the bayberry industry from “red in January” to “red all year round”, Majian Town Tao Fengyuan Food Technology Co., Ltd. has developed a fresh bayberry drink using Lanxi bayberry as raw material, which can be drunk directly through intubation and has the same taste as freshly squeezed bayberry. Lanxi bayberry processing industry will increase investment in technology research and development in the future and is committed to breaking through seasonal restrictions so that domestic and foreign consumers can enjoy the authentic Lanxi bayberry all year round.

2.2.3. Sales Status of Lanxi Bayberry

The sales of Lanxi Bayberry have gradually shifted from traditional sales along the street to modern channels such as Internet retail platforms, B2B platforms, leisure and sightseeing tours, etc. The sales channels have been continuously broadened and the sales system has been continuously improved. As the reputation of Lanxi Bayberry continues to expand, the sales of Lanxi Bayberry have shifted from passive sales such as door-to-door sales and street hawking to a new trend of buyers coming to purchase. At the beginning of 2020, Lanxi Yangmei joined hands with many e-commerce to open up a larger consumer market through the new form of live broadcast delivery, and signed strategic cooperation agreements with logistics companies such as SF Express and Postal Express. The “delicate” is within bayberry 24 hours. In 2021, the number of fresh bayberry fruits sold by Lanxi e-commerce during the Bayberry Festival alone reached about 280,000, a year-on-year increase of 42.88%.

3. SWOT Analysis of the Development of Leisure and Sightseeing Agriculture in Lanxi City’s “Yangmei Corridor”

The leisure and tourism industry is a new industry that integrates the primary,

secondary and tertiary industries. The construction of leisure and tourism agriculture in Lanxi will definitely promote the production of bayberry and develop tourism, while also driving the development of bayberry processing industry and other industries. Therefore, the necessity and importance of the leisure and sightseeing agricultural construction of Lanxi City's "Fifty Mile Bayberry Corridor" are highlighted. A SWOT analysis of it to clarify its advantages and disadvantages in development and changes and to provide opinions and suggestions will have a positive impact on the economic development of Lanxi City and even Zhejiang Province. The development of characteristic agricultural tourism is of great significance.

3.1. Advantages

3.1.1. Bayberry Is of Good Quality

Lanxi bayberry is of high quality, with large fruit and small core, sweet and sour taste, black and bright purple color, rich in fiber, mineral elements, vitamins and a variety of amino acids that are beneficial to the human body, popular with consumers. Lanxi Bayberry passed the Zhejiang Province Famous Trademark Certification as early as 2008, and passed the certification of green food, pollution-free food origin and Zhejiang Forest Food Base [9]. In the Guinness Agricultural "Best of Agriculture" bayberry competition held in Zhejiang Province every other year, Lanxi bayberry, as the leader among Zhejiang bayberries, has been recognized by agricultural experts and consumers many times. Especially in 2016 and 2020, Lanxi bayberry won the double championship of Dongkui bayberry and water chestnut bayberry, which is a high recognition of the quality of Lanxi bayberry. In addition, due to the overwhelming praise received at the Zhejiang Provincial Agricultural Expo, Lanxi Yangmei was selected as the representative agricultural product of Zhejiang Province to participate in the National Agricultural Products Geographical Indication Brand Promotion Conference, and also performed well at national exhibitions. The outstanding quality of Lanxi bayberry has attracted many consumers to taste Lanxi bayberry and come to Lanxi City to experience bayberry picking. It is the main driving force for the initial development of bayberry leisure and sightseeing agriculture in Lanxi City and a solid foundation for sustainable development.

3.1.2. The Infrastructure Is Relatively Complete

In 2005, Lanxi Majian Town and the town Forestry Bureau jointly funded the establishment of a high-quality and efficient sightseeing bayberry demonstration base in Gaozhu Mountain. Within the base, the Majian Town Government has increased investment in infrastructure construction, technology promotion and supporting service functions, repaired sidewalks, sightseeing pavilions, tourist billboards, parking lots, and added activities such as leisure fishing ponds and farmhouse visits. A comprehensive sightseeing base has been built that integrates leisure and sightseeing tourism service facilities such as tour guides, picking, catering and special homestays, and has initially established infrastructure

supporting Yangmei's characteristic leisure and sightseeing tourism.

Outside the base, through the joint efforts of the government and all sectors of society, Provincial Highway 47, the main artery of the Lanxi Bayberry Corridor, has been continuously widened and renovated to ensure smooth traffic during the bayberry picking season. Yiwu is the bulk consumer of Lanxi bayberry and the main source of tourists. The opening of the Lanxi-Yiwu Line will enable Yiwu tourists to reach the Lanxi Fifty Mile Bayberry Corridor in two hours and experience the most special and fresh bayberry picking tour. The roads, public health and other infrastructure construction in each village of the Fifty Mile Yangmei Corridor are very complete, and tourist service facilities such as special B&Bs and farmhouses are also under constant development and construction. After long-term development, Lanxi's "Fifty Mile Bayberry Corridor" has relatively good public transportation, public health, tourism services and other necessary infrastructure for the development of leisure and sightseeing agriculture.

3.1.3. Vast Consumer Market

Due to its superior quality and outstanding performance in various competitions, Lanxi bayberry is well-known in Zhejiang Province and even the entire eastern region. Many tourists come here every year during the mature period. Lanxi is located in the central and western part of Zhejiang Province, bordering Hangzhou City to the northwest and Yiwu to the northeast. The nearby cities have developed economies and high residents' income levels. Lanxi's superior location and convenient transportation have laid the foundation for Lanxi bayberry industry to develop a broad and high-quality consumer market. With the continuous improvement of the brand construction of Lanxi Bayberry, the reputation of Lanxi Bayberry continues to increase, attracting not only tourists from surrounding cities such as Jinhua, Yiwu, Hangzhou, etc., but also from the Yangtze River Delta regions such as Nanjing, Suzhou, Shanghai, and even from Guangzhou, Tourists from Beijing and even overseas come to experience the Lanxi Yangmei special leisure sightseeing tour. During the Lanxi Bayberry Festival in 2019, Lanxi City received a total of more than 250,000 tourists, driving the development of surrounding catering and accommodation and increasing economic benefits by approximately 18 million yuan. In 2020, Lanxi Bayberry Style Park alone attracted 500,000 tourists, promoted more than 3000 tons of bayberries, and harvested more than 60 million yuan, driving leisure tourism revenue of nearly 20 million yuan.

3.1.4. The Yangmei Picking Festival Is Famous Far and Near

June is the traditional bayberry season in Lanxi. Since 2005, the Lanxi Municipal People's Government has held the Bayberry Festival on June 5 every year. It has been held for 16 consecutive years. Since the Lanxi Bayberry Festival is 7 - 10 days earlier than the main bayberry producing areas in Zhejiang Province such as Cixi and Xianju, the Lanxi Bayberry Festival is the earliest large-scale bayberry picking tour held in Zhejiang Province. The Bayberry Festival not only includes

large-scale bayberry tasting and picking activities, but also bayberry competition, foreign students experience bayberry picking tour, bayberry theme photography competition and other activities. It is a unique business card for the development of Lanxi bayberry leisure tourism agriculture. By holding large-scale special tourism festivals, tasting Lanxi's special bayberry and appreciating Lanxi's special culture have formed a tourism tradition and attracted tourists from all over the world.

3.1.5. Menon Has High Enthusiasm for Construction

As the main force in the construction of leisure and sightseeing agriculture, Menon's opinions and attitudes are of great significance to the long-term development of leisure and sightseeing agriculture. For "Mein farmers", developing leisure and sightseeing agriculture can not only solve the problem of unsalable bayberry every year, but also earn additional income through picking tours, farm entertainment and other forms. The author randomly selected villagers within the scope of the "Lanxi City Fifty Mile Bayberry Corridor" project for interviews. After sorting it out, it was found that most of the villagers interviewed said that building a bayberry-specific leisure and tourism industry is a good development idea, and expressed their willingness to invest in leisure agriculture. In the cause of industrial construction, a small number of villagers said that it is difficult to participate in leisure and tourism agriculture on an individual basis and that individuals lack sufficient funds to operate, but they are willing to participate in other forms.

3.2. Disadvantages

3.2.1. Natural Factors Have a Great Impact

The maturity period of Lanxi bayberry is roughly from the end of May to the end of June every year, which lasts only about a month. This time coincides with the season of plum rains in the south of the Yangtze River and the high incidence of typhoons along the coast, with more rain. Sunny and dry weather when picking bayberries is very important to the quality of bayberries and leisure and tourism agriculture. It is a guarantee to maintain the taste of bayberries and a prerequisite for tourists to go on mountain picking tours. Bayberry ripens once a year, and the picking period is only one month each year. The picking period is short and it is the rainy season. How to overcome the negative impact of this natural condition on the bayberry industry is faced by farmers and leisure agriculture operators the first problem.

3.2.2. Insufficient Capital Investment

Lanxi is one of the eight major counties and cities under the jurisdiction of Jinhua. In 2021, Lanxi City's annual GDP was 44.802 billion yuan, ranking fifth in Jinhua City. Compared with counties and cities such as Yiwu and Dongyang, it is a relatively backward county and city in Jinhua region, the government fiscal revenue is small and the utilization of targeted funds is not standardized [13].

The actual funds invested in the bayberry industry are small. At the same time, most bayberry production and organized leisure and sightseeing agriculture adopt a “one household” decentralized operation model. Individual farmers have less original capital and heavy commercial loan burdens. Due to the lack of sufficient funds during operations, the scale of production and operation is relatively small, therefore it is impossible to expand the scale of production and carry out the construction of perfect leisure and sightseeing agriculture.

3.2.3. Low Brand Awareness

With the continuous improvement of technology and careful maintenance by operators, the brand has gained some recognition in the larger market. However, whether it is the sales of bayberry products or bayberry-themed leisure sightseeing tours, there are still many operators without brand awareness. They choose to deceive consumers by passing off inferior products and forcefully buying and selling. These behaviors have seriously damaged the brand image of Lanxi Bayberry, caused consumers to doubt the quality of Lanxi Bayberry, and had a poor sense of leisure and sightseeing experience. They have seriously harmed the sustainable and healthy development of Lanxi Bayberry industry.

3.2.4. Service Level Is Not High

The development of leisure and tourism agriculture requires a high level of service awareness and service levels in order to provide tourists with a more complete and better experience. However, the leisure and sightseeing agriculture of “Lanxi City Fifty Mile Bayberry Corridor” is still in the early stages of development, and the service level in terms of travel, accommodation, catering and tourism activities itself is very limited. Most of them are operated by farmers on their own initiative, and there is a lack of companies specialized in tourism management to manage them. Moreover, most of the labor force engaged in bayberry production and related industries is over fifty years old, and there is a shortage of young and middle-aged labor force, let alone young and middle-aged labor force with relevant knowledge in agriculture, tourism, etc. Therefore, it is impossible to grasp the latest market trends in a timely manner and provide service levels that are in line with the development of “experiential” leisure and sightseeing agriculture.

3.2.5. Low Degree of Organization

The leisure and tourism industry is a new industry that comprehensively develops the primary, secondary and tertiary industries. It requires the cooperation of the primary, secondary and tertiary industries to develop healthily. There is a lack of connection between the production of Lanxi bayberry, the derivative processing of bayberry by-products, and leisure agriculture, and there is a serious disconnect. These links with bayberry as the core should be closely connected and coordinated with each other. The high-quality production of bayberry and bayberry deep-processed products provide a foundation for the development of leisure and sightseeing agriculture. The development of leisure

and sightseeing agriculture also provides a platform for bayberry and bayberry processed products, a very high-quality sales platform. The lack of a link that can closely connect the three industries has resulted in the disconnection of various links and idle resources in the Lanxi bayberry industry that could have promoted each other, making it impossible to form a reasonable development model and achieve effective transformation of economic benefits.

3.3. Opportunities

3.3.1. Rapid Development of Experience Economy

With the rapid development of the economy and the improvement of people's consumption power, people's requirements for consumption are also constantly improving, and the experience economy is developing rapidly. Experience is regarded as a non-free economic good. The experience economy emphasizes the customer's emotional satisfaction and pays attention to the customer's psychological experience when consumption behavior occurs [10]. When people's personalized consumption desires are difficult to be completely satisfied, people begin to shift their attention and money expenditures to consumption activities that can provide them with experience value [11]. In recent years, escape rooms and scripted killers have flourished. Experiential activities such as this fully prove this point. However, the Lanxi bayberry specialty leisure and sightseeing agriculture has strong development momentum and strong plasticity. If it can be transformed, integrated with the concept of experiential development, and designed with various bayberry specialty experience activities, it can cater to the huge consumer market and gain new opportunities for development.

3.3.2. Attention from the State and Society

The report of the 19th National Congress of the Communist Party of China stated that the issues of agriculture, rural areas and farmers are national affairs and fundamental issues related to the foundation of the country. Solving the "three rural issues" must always be the top priority of our party's work [12]. The development of leisure and sightseeing agriculture can not only promote agricultural production and increase farmers' income, but also protect the ecological environment. At the same time, it integrates farming culture into industrial development. It serves multiple purposes and has been greatly recognized by the government and all sectors of society. In recent years, the Lanxi Municipal Government has continued to increase its support and cultivation of the bayberry industry, insisting on "ecological, standardized, and branded" development, vigorously supporting the "high-quality bayberry style garden", deeply exploring the characteristic culture, and talking about the ancient bayberry industry. Trees and integrated into the landscape create a hot spot for Internet celebrities and realize the integrated development of bayberry industry and rural tourism. The Lanxi Municipal Government has held a Lanxi bayberry promotion meeting in Shanghai for seven consecutive years to introduce Lanxi bayberry to more consumers and attract consumers to Lanxi to experience bayberry leisure and

sightseeing tours.

3.4. Threats

Zhejiang is the main producing area of bayberry in China and has multiple large-scale bayberry planting bases. Compared with the leisure and sightseeing agriculture established in other bayberry production bases in Zhejiang Province, the development of Lanxi bayberry leisure and sightseeing agriculture is still in its early stages, and all of them are based on bayberry production, bayberry picking, bayberry by-products, etc., and there are fierce competition between similar products. The current main consumer markets of all bayberry production bases in Zhejiang Province are consumers in the Yangtze River Delta region, and their target markets are the same. How the Lanxi bayberry industry can highlight its characteristics, stand out in the fierce competition, and seize the market and consumers is a big issue facing the government and operators.

4. Suggestions on Promoting the Development of Leisure, Sightseeing and Agriculture in Lanxi City's "Yangmei Corridor"

According to the SWOT analysis above, it can be concluded that Lanxi bayberry leisure sightseeing agriculture has made initial development, but Lanxi bayberry leisure and sightseeing agriculture has very obvious development shortcomings and constraints. The author has learned from Taiwan's development of "immersive" leisure and sightseeing agriculture. Based on the successful experience, suggestions are put forward to promote the development of leisure and sightseeing agriculture in the "Lanxi City Fifty Mile Bayberry Corridor".

4.1. Build a New Experiential Development Model

Since bayberry is different from ordinary agricultural products and has its own special development conditions, operators should break away from the shackles of traditional agriculture and traditional tourism development thinking. Lanxi bayberry leisure and sightseeing agriculture can introduce Taiwan's successful experience in the development of "immersive" leisure and sightseeing agriculture: develop a new experiential leisure agriculture, supplemented by creative products full of local characteristics and diversified marketing. This is a new development model that pays more attention to the subjectivity of value judgment and interactive participation. It can increase the added value of ordinary bayberry leisure and sightseeing tours and is an important way to get rid of the original restrictions on the development of leisure and sightseeing agriculture.

Specifically, we should first clarify the theme of building leisure and sightseeing agriculture—the bayberry industrial culture with Lanxi City characteristics. This is the core and soul of the construction. Only by clarifying the theme can we focus on the theme, exert creativity, and start construction [14].

Second, make full use of the rural landscape, which is completely different

from the city, and design various details in residential buildings, fields and other spaces to create an “atmosphere” that closely follows the theme and spread the “Lanxi characteristic bayberry culture”. From the first moment when tourists enter the “Lanxi City Fifty Mile Bayberry Corridor”, they can feel the strong bayberry characteristic culture and get a special and novel experience.

Third, set up a variety of experience activities that closely follow the theme of Lanxi’s characteristic bayberry to highlight the characteristics of bayberry leisure and sightseeing agriculture. Leisure and sightseeing agricultural management managers should transform traditional production activities and reasonably design simple and interesting bayberry production and processing activities that can allow consumers to participate, so as to meet the current consumer demand of urban consumer groups who want to participate in and experience bayberry planting and processing processes. For example, a bayberry picking rack is set up to allow tourists to pick bayberries themselves while ensuring safety; after simple teaching by professionals, consumers are allowed to participate in the production of bayberry preserves and bayberry wine, etc. In these activities, consumers can not only get their own bayberry picking and bayberry by-products, but also experience hands-on fun. What needs special emphasis is that the bayberry and products in various experiential activities must be selected from the best to ensure quality. This can give consumers a high-quality experience, improve tourists’ trust in the Lanxi bayberry brand, and turn first-time tourists into “repeat customers”. In experiential leisure and sightseeing agriculture, tourists can experience traditional farming life, enjoy Lanxi Yangmei’s characteristic culture, and arouse local feelings.

Fourth, sell high-quality bayberry, bayberry processed products, and bayberry-themed creative products as bayberry leisure sightseeing souvenirs, which not only increases the source of income, but also can be used as special “souvenirs” that cannot be purchased in the general market. Give tourists a more complete playing experience and attract more tourists.

Fifth, improve the service level of Lanxi leisure and sightseeing agriculture by introducing professional tourism management companies and increasing training for tourism practitioners and main farmers. The core of experiential leisure and sightseeing agriculture is experience. The formation of a sense of experience requires not only the creation of atmosphere and the setting up of interactive activities, but more importantly, the services that tourists enjoy during the tour, which improves the service level of all personnel related to leisure and sightseeing agriculture. Only in this way can we give tourists a more complete and high-quality experience and improve the attractiveness of Lanxi Yangmei leisure and sightseeing agriculture.

4.2. Safeguard Measures for the New Development Model

4.2.1. Strengthen Macro-Control and Guide Industrial Development

When rural leisure and tourism agriculture is placed in the context of economics, it is necessary to consider how various production factors in rural agricul-

tural production can be commercialized and market-oriented, so as to create an environment that can promote the common development of agriculture, tourism and other industries good development situation. As the controller and guide of the overall development situation, the government plays a very important role in the construction of leisure and tourism agriculture [15].

First of all, what the government needs to do is to formulate and improve relevant industry norms and laws and regulations, strengthen market supervision of leisure and tourism agriculture, ensure the quality of supplied goods and services, and create a benign market environment. Second, the government needs to formulate a development plan for Lanxi bayberry leisure and sightseeing agriculture based on local conditions and consider multiple aspects, build a new stage for the development of rural characteristic agriculture, and explore more possibilities for agricultural development. Third, the government needs to effectively use market means and financial means to increase investment in infrastructure and characteristic tourist parks to support their development, release the economic potential and social functions of leisure and sightseeing agriculture in the “Lanxi Fifty Mile Bayberry Corridor”, and promote the development of the industry in large-scale and efficient development.

4.2.2. Accelerate Technological Research to Overcome the Adverse Effects of the Natural Environment

Strengthen investment in bayberry planting technology research. The Lanxi bayberry production base should strengthen cooperation with agricultural research institutions such as the Zhejiang Academy of Agricultural Sciences and Zhejiang A&F University to study how to improve the quality of Lanxi bayberry, dwarf bayberry trees, and overcome the problems of the natural environment. Negative Effects. And accelerate the transformation and application of technological achievements to cultivate bayberries with better taste and quality that can overcome the impact of the rainy season. Overcome the technical problems of transportation, sell Lanxi bayberry to further markets, and attract consumers to the “Lanxi City Fifty Mile Bayberry Corridor” to experience the unique leisure and sightseeing agriculture.

4.2.3. Pay Attention to Brand Building and Improve Marketing Capabilities

In the fierce market competition, operators need to continuously improve their marketing capabilities, market risk awareness and risk avoidance capabilities, and conduct brand publicity and marketing activities. Only by paying attention to the brand building of Lanxi Bayberry and continuously improving the reputation of Lanxi Bayberry can we continue to attract more tourists. During the bayberry picking activities, only by ensuring that the quality of the bayberries picked by tourists is higher than that of bayberries purchased randomly on the market can it be attractive to consumers and highlight the characteristics of Lanxi bayberry leisure and tourism agriculture. Establish a scientific, reasonable and modern marketing system and organize interesting and effective marketing ac-

tivities to make Lanxi Bayberry and Lanxi Bayberry Corridor more famous for leisure and sightseeing tours, making them the first choice for consumers to travel every year during the bayberry season. For example, competition in the province's bayberry leisure tourism market is currently fierce. In addition to creating features and achieving heterogeneous competition, operators can also choose to attract consumers from outside the province through marketing and stagger the fiercely competitive provincial market. Operators can use Douyin, WeChat public accounts, Weibo and other Internet platforms to use more eye-catching copywriting, promotions and other means to attract tourists and open up the entire eastern, national and even larger markets.

4.2.4. Implement the Main Body Optimization Project and Improve the Degree of Organization

Faced with the current situation that all links of the Lanxi bayberry industry are not closely connected, the government should take the lead in implementing the main optimization project and cultivate and support a group of leading enterprises, professional cooperatives, and tourism management companies. Through the implementation of the subject optimization project, the organizational power and influence of professional large-scale companies will be exerted, the connection between business entities in each link will be strengthened, resources will be used more effectively, the overall development of the bayberry industry will be promoted, and a win-win situation will be achieved. High-quality bayberry and more and better bayberry by-products can be sold on the platform of bayberry leisure and sightseeing agriculture, making it one of the features of Lanxi bayberry leisure and sightseeing agriculture, attracting more consumers to come and experience the leisure and leisure life of Lanxi. Sightseeing tour. The Lanxi bayberry industry should implement a modern fruit industry development model of enterprise management, large-scale production, and intensive management, organize key training in each link, and cultivate a group of compound agricultural talents who master agricultural knowledge, management knowledge, and love the land, and promote Lanxi Comprehensive and lasting development of the bayberry industry.

5. Conclusion

This article first analyzes the development status of Lanxi City's bayberry industry and its extended leisure and tourism industry, and uses SWOT analysis to explore the advantages, disadvantages, opportunities and threats of the development of Lanxi City's "bayberry corridor" leisure and tourism agriculture. The results show that the advantages of Lanxi City's "Yangmei Corridor" in developing leisure and sightseeing agriculture lie in the excellent quality of the bayberry, complete infrastructure, wide consumer market, high visibility of the bayberry picking festival, and high enthusiasm of plum farmers; while the disadvantage lies in the influence of natural factors on the bayberry industry. Large and targeted capital investment is insufficient, and Menong's brand awareness,

service awareness and organizational level are relatively low; and the opportunity for development lies in the rapid development of the experience economy and the increased attention of the country and society; finally, Lanxi City's "Yangmei Corridor". The development of leisure and sightseeing agriculture faces external market problems such as fierce competition among similar products. Based on this, this article points out two suggestions to promote the development of leisure and sightseeing agriculture in Lanxi City's "Yangmei Corridor". The first is to speed up the construction of a new experiential development model with bayberry as the theme; the second is to strengthen macro-control, speed up technological research, and pay attention to branding. Construction, main optimization projects and other safeguard measures. It is expected that through the application of new models and the implementation of safeguard measures, the new development of leisure and sightseeing agriculture in Lanxi City's "Yangmei Corridor" will be promoted.

Conflicts of Interest

The authors declare no conflicts of interest.

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