

Evaluation and Improvement Path Analysis of the Integration Development Level of Agriculture and Tourism in Qinghai Province

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Abstract:

The integrated development of agriculture and tourism in Qinghai Province has ushered in new opportunities and challenges. In this context, this article will start from the perspective of evaluating the development level of agricultural tourism integration in Qinghai Province, analyze the current problems, and propose feasible paths and measures to promote the development of agricultural tourism integration in Qinghai Province to a new level.

Keywords:

Qinghai Province, Integration of Agriculture and Tourism, Upgrade Path

1. Introduction

Qinghai Province, as a multi-ethnic region, has unique natural resources and rich cultural landscapes. Agriculture and tourism, as its two leading industries, have enormous development potential. However, there are still a series of challenges and problems in the integration and development of agriculture and tourism.

2. Analysis of the Current Situation of Integrated Development of Agriculture and Tourism in Qinghai Province

The integrated development of agriculture and tourism in Qinghai Province has achieved initial results, but there are still some constraints. Firstly, the policy system for the integrated development of agriculture and tourism is not yet perfect, and further optimization and improvement are needed. Secondly, the integration and utilization of resources in the integrated development of agriculture and tourism urgently need to be strengthened to meet the diverse needs of tourists[1]. In addition, the construction of rural tourism infrastructure also needs to be further strengthened to enhance the experience of tourists. Qinghai Province, as a western border province in China, is famous for its unique geographical location and abundant natural resources. In the past few years, Qinghai Province has been committed to promoting the

integrated development of agriculture and tourism to further promote economic growth and sustainable development in rural areas. Qinghai Province has magnificent natural scenery, such as Qinghai Lake, Chaka Salt Lake, etc., which has attracted a large number of tourists to come for sightseeing and tourism. At the same time, Qinghai Province pays attention to the development of the agricultural industry, implements policy measures such as expanding farmland area and adjusting the planting structure of agricultural products, and improves the output and quality of agriculture. The integrated development of agriculture and tourism has further promoted the increase of farmers' income and the economic development of rural areas[2].

Qinghai Province has abundant agricultural product resources, providing a solid foundation for the integrated development of agriculture and tourism. Qinghai Province is located in a plateau region with a suitable climate and fertile land, making it suitable for the development of characteristic agriculture[3]. For example, Qinghai Province has abundant animal husbandry resources and developed animal husbandry, with characteristic products such as yaks and Tibetan sheep highly favored by the market. At the same time, agricultural products in Qinghai Province are famous for their unique regional characteristics and high-quality quality, such as barley, beef and mutton. These agricultural products have become highlights in attracting tourists and enhancing tourism experience, further promoting the process of integrated development of agriculture and tourism[4].

However, the integrated development of agriculture and tourism in Qinghai Province still faces some challenges. Firstly, there is still an imbalance in the structure of agriculture and tourism. Although both agriculture and tourism have achieved certain achievements, the coordinated development between the two still needs to be strengthened. For example, in some rural areas, agriculture remains the dominant industry and tourism resources are not fully developed and utilized; Some tourist attractions face the problem of insufficient agricultural supply. Secondly, the infrastructure for the integrated development of agriculture and tourism still needs to be improved[5]. Some remote rural areas lack modern transportation, accommodation, and tourism facilities, which limits the potential for integrated development of agriculture and tourism. Qinghai Province has abundant agricultural product resources, providing a solid foundation for the integrated development of agriculture and tourism. Qinghai Province is located in a plateau region with a suitable climate and fertile land, making it suitable for the development of characteristic agriculture.

3. Evaluation of the Level of Integrated Development of Agriculture and Tourism in Qinghai Province

3.1. Construction of comprehensive evaluation index system

When evaluating the level of integrated development of agriculture and tourism in Qinghai Province, a scientific and reasonable comprehensive evaluation index system should be constructed. The indicator system should include specific indicators such as scenic area scale, service quality, and tourism income to comprehensively reflect the level of integrated development of agriculture and tourism. In recent years, with the rapid development of tourism and people's longing for rural life, the integration of agriculture and tourism has become an important component of China's rural revitalization strategy[6]. Qinghai Province, as a region with rich natural resources and unique folk culture, has great potential for the integration of agriculture and

tourism development. In order to evaluate the level of integrated development of agriculture and tourism in Qinghai Province, it is necessary to construct a comprehensive evaluation index system.

Secondly, the comprehensive evaluation index system should also consider the degree of improvement of agricultural and tourism infrastructure. The improvement of infrastructure is crucial for attracting tourists and promoting the integrated development of agriculture and tourism. The indicator system can include factors such as the connectivity of the transportation network, the supporting situation of rural public facilities, and the quantity and quality of service facilities such as hotels and restaurants[7]. These factors can directly affect the tourism experience of tourists and the income of farmers. The evaluation index system should also consider the innovation and development potential of the agricultural tourism industry, which is an important driving force for promoting rural revitalization and an important indicator for evaluating the level of integrated development of agriculture and tourism. The indicator system can include factors such as the level of innovation in rural tourism products, the development of emerging agricultural formats, and the degree of farmers' participation in the agricultural tourism industry. Through these indicators, it is possible to comprehensively understand whether the agricultural tourism industry in Qinghai Province has the potential for sustainable development.

Finally, the evaluation index system should consider the balance between social and economic benefits. The integrated development of agriculture and tourism is not only for economic benefits, but also to improve the quality of life of farmers and promote social harmony and stability. Therefore, the evaluation index system should include aspects such as the increase of rural tourism in farmers' income, the provision of employment opportunities, and the protection of local culture and traditions[8]. In summary, evaluating the level of integrated development of agriculture and tourism in Qinghai Province requires the construction of a comprehensive evaluation index system. The system should include factors such as the utilization and protection of natural resources, the level of improvement of agricultural and tourism infrastructure, the innovation and development potential of the agricultural and tourism industry, and the balance of social and economic benefits. By evaluating these indicators, we can comprehensively understand the level of integrated development of agriculture and tourism in Qinghai Province, providing reference basis for further promoting the integration of agriculture and tourism.

3.2. Advantages of integrated development of agriculture and tourism in Qinghai Province

3.2.1. Rich natural resources

Qinghai Province has unique natural conditions, such as magnificent plateau scenery, lakes, and grasslands. These natural resources provide a valuable foundation for the integrated development of agriculture and tourism. Qinghai Province is located in the northwest of China and is a region rich in natural resources. There are magnificent Qinghai Tibet Plateau, magical Qaidam Basin, lakes and rivers, as well as rich animal and plant resources. In recent years, Qinghai Province has actively promoted the integrated development of agriculture and tourism, fully utilizing the advantages of natural resources, and injecting new impetus into local economic growth[9]. Qinghai Province has abundant agricultural resources. The farmland has a vast area, a wide variety, fertile soil, and a suitable climate. There are various crops

planted here, such as wheat, rice, corn, and abundant resources of fruits and vegetables, such as apples, grapes, seafood, etc. These agricultural products have excellent quality and are deeply loved by domestic and foreign consumers. An important aspect of the integrated development of agriculture and tourism is to carry out rural tourism and agricultural product processing industry, providing high-quality agricultural products directly to tourists and the market, and driving farmers' income growth[10]. The tourism resources in Qinghai Province are also rich and diverse. There are magnificent natural landscapes here, such as vast grasslands, high mountain snow peaks, lakes, and rivers. These landscapes have a unique ecological environment and beautiful natural scenery, attracting many tourists to come for sightseeing and tourism. In addition, Qinghai Province also has rich cultural resources, such as the traditional culture and folk customs of ethnic minorities such as the Tibetan and Hui ethnic groups, providing tourists with a unique experience.

The integrated development of agriculture and tourism has led to the mutual integration of agriculture and tourism in Qinghai Province, forming a virtuous cycle. By carrying out rural tourism and agricultural product processing industry, agricultural products can be directly provided to tourists and the market, increasing the added value and market competitiveness of agricultural products. At the same time, the tourism industry can also drive the development of local agriculture, providing more employment opportunities and income channels for farmers. Farmers can participate in the development of the tourism industry by opening rural activities and selling local specialties, achieving a win-win situation between agriculture and tourism. The integrated development of agriculture and tourism in Qinghai Province can not only promote local economic growth, but also help promote the comprehensive development of local society. In the process of integrating with the agricultural processing industry and tourism industry, it is possible to cultivate and develop related industries, such as food processing, hotel industry, transportation, etc., forming a complete industrial chain. This not only attracts more investment and talent inflows, but also increases tax revenue and employment opportunities, promoting the healthy development of the economy in Qinghai Province.

3.2.2. Unique Cultural Heritage

The cultural heritage and ethnic customs of Qinghai Province have unique attractions, such as Tibetan Buddhist temples and colorful flag dances. This unique cultural resource provides rich connotations for the development of agricultural tourism integration. Qinghai Province is located in the northwest region of China and is a place with rich and diverse cultural heritage. In this region, the integrated development of agriculture and tourism has become an emerging development model. This model can not only protect and inherit the rich cultural heritage of Qinghai, but also promote the development of local rural economy. Qinghai Province is a densely populated area of ethnic minorities in China, with rich ethnic cultural resources. There are multiple ethnic groups here, including the Tibetan, Hui, Salar, and Mongolian, each with their own unique cultural traditions. In the integrated development of agriculture and tourism, Qinghai Province has carried out ethnic cultural experience activities, allowing tourists to personally participate in traditional folk festivals, handicraft production and other activities, enabling the inheritance and promotion of cultural traditions. Tourists can gain a close understanding and experience of the traditional cultures of various ethnic groups, and feel the unique charm of this land. At the same time, the integrated development of agriculture and tourism has injected new

vitality into the rural economy of Qinghai Province. On the basis of traditional agricultural industries, Qinghai Province has launched a series of rural tourism projects. For example, some farmers have transformed their farmland into farmhouses, receiving tourists to taste local specialty dishes; Some farmers have opened handicraft shops to sell their own traditional handicrafts; Some farmers have turned their farmland into a viewing agricultural base, attracting tourists to come and admire the beautiful farmland scenery. These integrated development projects of agriculture and tourism not only improve the income and quality of life of farmers, but also promote the development of the local rural economy.

The integrated development of agriculture and tourism in Qinghai Province has received strong support from the government. The government has introduced a series of supportive policies, providing convenience and guarantee for the integrated development of agriculture and tourism. The government has increased its publicity and promotion efforts for the agricultural tourism integration project, increasing its visibility and influence. The government has also strengthened the management and supervision of agricultural tourism integration projects to ensure the quality and safety of the projects. The introduction and support of these policies provide strong guarantees for the integrated development of agriculture and tourism, enabling this development model to be smoothly promoted. Cultural heritage is a national treasure and a common wealth of humanity. Qinghai Province has successfully protected and inherited its rich cultural heritage through the integration of agriculture and tourism, and has provided new impetus for the development of the local rural economy. This unique development model not only promotes the prosperity of the local economy, but also allows more people to understand and love the culture of Qinghai. We should learn from and draw on the experience of integrated development of agriculture and tourism, and jointly promote the protection and inheritance of cultural heritage.

3.2.3. Positive policy support

The Qinghai Provincial Government has provided active support for the development of integrated agriculture and tourism, and has introduced a series of incentive policies and measures, providing a good policy environment and guarantee for the development of integrated agriculture and tourism. In recent years, actively promoting the integration of agriculture and tourism has become one of the important tasks of the Qinghai Provincial Government. Policy support is an important guarantee for the integrated development of agriculture and tourism. Therefore, Qinghai Province has formulated a series of policies to support the integrated development of agriculture and tourism. Qinghai Province has introduced financial and tax policies to encourage the integrated development of agriculture and tourism. By reducing corporate income tax, value-added tax, and other taxes, the operating costs of agricultural and tourism integrated development projects have been reduced, and the return on investment has been improved. In addition, financial subsidies will be provided for rural tourism projects such as the construction of rural leisure for farmers' families, encouraging them to actively participate in the agricultural tourism industry and increase their sources of income. By defining rural tourism development zones and red lines, we aim to protect the ecological environment of rural tourism resources while providing land use rights and supporting farmers in developing agricultural tourism projects. This not only provides development space for farmers, but also protects the sustainable development of rural ecological environment.

Qinghai Province has also formulated financial policies for the integrated development of agriculture and tourism, established special funds to support farmers and rural tourism enterprises in developing agricultural and tourism projects. Provide low interest loans, risk compensation and other financial services to help farmers and rural tourism enterprises solve financial problems, and promote the integrated development of agriculture and tourism. In addition, Qinghai Province has also strengthened its human resources policy for the integration of agriculture and tourism development. Through training and skill enhancement, improve the professional quality of rural tourism practitioners and enhance their service level. At the same time, encourage universities and vocational colleges to establish relevant agricultural and tourism majors, cultivate more agricultural and tourism talents, and meet the needs of the development of the agricultural and tourism industry.

4. Path to Improve the Integration and Development Level of Agriculture and Tourism in Qinghai Province

4.1. Policy support and guidance

Increase policy support, formulate and introduce policies and measures that are more conducive to the integrated development of agriculture and tourism, stimulate the enthusiasm of market entities, and promote the continuous deepening of the integrated development of agriculture and tourism. In recent years, with the rapid development of the tourism industry, the integration of agriculture and tourism has become one of the important ways to promote rural economic development and increase farmers' income. As a western province in China, Qinghai Province has unique natural scenery and rich cultural resources, and has great potential for developing the integration of agriculture and tourism. In order to further enhance the level of integrated development of agriculture and tourism in Qinghai Province, the government needs to introduce relevant policies to support and guide. By establishing a special fund to provide financial support for rural tourism projects, the risk of project investment can be reduced and more enterprises and individuals can be attracted to participate. At the same time, the government can also create a better business environment for agricultural tourism integration projects by reducing land rent, tax incentives, and other measures, improving the feasibility and profitability of the projects.

The government can strengthen training and education for rural tourism practitioners, conduct relevant training courses and seminars, provide technical guidance and management knowledge, and improve the professional level and service quality of rural tourism practitioners. In addition, the government can collaborate with universities and research institutions to carry out research projects related to rural tourism, and enhance the innovation and competitiveness of rural tourism. The relatively weak infrastructure in rural areas is one of the important factors restricting the development of rural tourism. The government can improve the transportation, water supply, and power supply capabilities of rural areas by investing in infrastructure such as roads, hydropower, and communication, providing a good material foundation for the integration of agriculture and tourism. The government can strengthen the promotion and marketing of rural tourism market, showcasing the unique natural scenery and rich cultural heritage of Qinghai Province to the outside world through promotional videos, advertisements, and other forms, attracting more tourists to visit. In addition, the government can organize various activities and

festivals to increase the visibility and influence of rural tourism, and improve the development level of agricultural tourism integration.

4.2. Optimizing Resource Integration and Utilization

Strengthen the integration and utilization of resources in the integrated development of agriculture and tourism, and promote the deep integration of agriculture and tourism industries. By offering a variety of rural tourism products and experiential projects, we aim to attract more tourists and promote increased income for farmers. With the development of society and the improvement of people's living standards, tourism has gradually emerged in Qinghai Province and become an important force driving local economic development. However, in the integrated development of agriculture and tourism in Qinghai Province, resource integration and utilization still face some challenges. In order to further enhance the level of integrated development of agriculture and tourism in Qinghai Province, it is necessary to optimize the path of resource integration and utilization. The government can formulate relevant regulations and policies to encourage the integrated development of agriculture and tourism, and provide corresponding support measures. For example, by reducing taxes and providing subsidies, farmers can be encouraged to transform idle land or farmland resources into tourist agricultural bases or rural recreational areas. The government can also increase publicity and promotion of rural tourism industry to attract more tourists to Qinghai Province. The tourism resources in rural areas are rich and diverse, but due to the dispersed resources and small scale, it is difficult to form competitive tourism products. Therefore, agricultural and tourism enterprises need to strengthen cooperation, share resources, and jointly launch distinctive tourism products. At the same time, agricultural and tourism enterprises also need to continuously innovate, improve service quality and experience, and attract more tourists to experience rural culture and natural scenery.

Farmers are the main force behind the integrated development of agriculture and tourism, and they need to possess certain professional knowledge and skills to meet the needs of tourism development. The government can organize training courses or offer related training courses to help farmers understand the needs of the tourism market and improve their professional quality. At the same time, farmers should also enhance their service awareness, provide high-quality services and products, and establish a good image. Qinghai Province has unique natural resources and ecological environment, and cannot harm the environment in pursuit of economic benefits. The government and enterprises should strengthen the protection of resources and ensure the sustainability of the integrated development of agriculture and tourism through scientific planning and management. At the same time, it is also necessary to increase environmental education for tourists, guide them to travel in a civilized manner, and not arbitrarily damage the environment.

4.3. Strengthening Infrastructure Construction and Service Improvement

Increase investment in rural tourism infrastructure construction, improve service quality, and provide a more convenient and comfortable tourism experience. Build supporting facilities in transportation, communication, accommodation, and other areas to improve tourist satisfaction. Qinghai Province should improve the level of agricultural tourism services. High quality service is one of the important factors that attract tourists. Qinghai Province should strengthen the training of agricultural and tourism practitioners, improve their service awareness and professional abilities;

Strengthen the management of agricultural tourism scenic spots, improve the environment and service quality of the scenic spots; Establish a sound complaint handling mechanism to promptly address the problems and troubles of tourists. Only by providing high-quality services can we win the reputation and trust of tourists and promote the level of integrated development of agriculture and tourism. The innovation of the agricultural tourism industry is the core of the integrated development of agriculture and tourism. Qinghai Province should encourage and support farmers and local entrepreneurs to actively carry out industrial innovation activities such as agricultural product processing and rural characteristic handicraft production, in order to enrich the connotation and attractiveness of rural tourism; Strengthen the integrated development of the agricultural tourism industry chain, promote cooperation between agricultural tourism enterprises and local farmers, and achieve resource sharing and mutual benefit. Only through innovation and integrated development can the integration of agriculture and tourism better promote the economic development of Qinghai Province.

5. Conclusions

Through the evaluation and analysis of the level of integrated development of agriculture and tourism in Qinghai Province, we can see its progress and shortcomings. In order to promote the integrated development of agriculture and tourism to a new level, we should learn from the successful experiences of other regions, increase policy support, optimize resource integration and utilization, and strengthen infrastructure construction and service improvement. I believe that with the joint efforts of all parties, the integrated development of agriculture and tourism in Qinghai Province will usher in a better future.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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