

# Research on the High-Quality Development Path of Agricultural-Tourism Integration in Cangnan County under the Background of Rural Revitalization——Taking Yanting Town, Cangnan County as the Research Object

Huili Dai. Hongjin Chen

Wenzhou Vocational College of Science and Technology, WenZhou 325000, China

**How to cite this paper:** Dai, H. L., & Chen, H. J. (2025). Research on the High-Quality Development Path of Agricultural-Tourism Integration in Cangnan County under the Background of Rural Revitalization——Taking Yanting Town, Cangnan County as the Research Object. *Education and Social Work*, 2(3), 40-47. ISSN Print: 3079-515X, ISSN Online: 3079-5168. <https://doi.org/10.63313/ESW.2008>  
**Published:** 2025-09-25

Copyright © 2025 by author(s) and Erytis Publishing Limited.  
This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).  
<http://creativecommons.org/licenses/by/4.0/>



## Abstract

Against the backdrop of the rural revitalization strategy, this paper focuses on the practice of agricultural-tourism integration in Yanting Town, Cangnan County. Through on-the-spot investigations and data analysis, it systematically sorts out the town's resource endowments, development bottlenecks and underlying causes, and puts forward a development path featuring "industrial chain integration, cultural empowerment and technology-driven". The research shows that Yanting Town needs to break through the extensive development model of "relying on seafood and being affected by seasonal fluctuations". By building an innovative system of "crab culture IP leadership, land-sea spatial linkage and in-depth integration of the primary, secondary and tertiary industries", it should become a demonstration highland for agricultural-tourism integration in the coastal areas of southern Zhejiang, providing a replicable practical model for coastal counties.

## Keywords

Agricultural-tourism Integration; High-Quality Development; Yanting Town; Industrial Chain; Rural Revitalization

## 1. Resource Endowments and Practical Foundation for the Development of Agricultural-Tourism Integration in Yanting Town, Cangnan County

Located in the coastal area of eastern Cangnan County, Yanting Town is a core area for agricultural-tourism integration in Cangnan County. It has built a solid foundation for high-quality development by relying on its ecological advantages of "mountains and seas embracing each other", the cultural heritage of "fishermen's customs" and the industrial foundation of "mutual promotion between fishery and tourism".

### **1.1. Natural Resource Endowments: Ecological Advantages of Coexisting Mountains and Seas**

Surrounded by mountains on three sides and facing the sea on one side, Yanting Town is located at the starting point of Cangnan County's 168-kilometer Golden Coastline. A 38-kilometer coastal landscape belt connects core scenic spots such as Jinshatan Beach and Longtaibei Sea Viewing Platform, forming a composite ecological cluster of "mountains, seas, beaches and islands". As the "Hometown of Chinese Swimming Crabs" in China, fishery resources are crucial to the industrial development of Yanting. The Wenzhou Qianyu Intelligent Aquaculture Base ("Crab Apartment" Project), put into use in the autumn of 2024, has upgraded resource utilization. Combined with Zhejiang University's "off-peak aquaculture" model (breeding crabs in autumn and winter, and groupers in spring), the output value per mu reaches 500,000 to 700,000 yuan. At the same time, recirculating aquaculture technology reduces seawater pollution, and the joint village construction model improves the coastal ecology of 7 participating villages, realizing a virtuous cycle of "ecological protection - tourism development".

### **1.2. Cultural Resource Heritage: Value Transformation of Fishermen's Characteristics**

The accumulated fishermen's culture in Yanting Town has injected unique charm into the integration of agriculture and tourism. The customs formed by fishermen over a long period of time and the seafood catering culture constitute the cultural core. In recent years, cultural resources have been activated through festival activities. The "May Day" event "Encounter Yanting · Taste the Mountains and Seas" has become a regional IP. In 2024, it attracted about 208,000 tourists, ranking third in Wenzhou for two consecutive years. The photography competitions and beach music festivals held simultaneously have realized the situational presentation of fishermen's culture through "food streets with a lively atmosphere" and "sea market for purchasing seafood".

Media communication has further released cultural value. The special report on CCTV's Zhengda Variety Show and the cover selection by Zhejiang Publicity have enhanced the brand authority. After introducing a coffee shop, the Longtaibei Sea Viewing Platform has become an Internet-famous check-in spot, driving a 60% daily increase in the number of visitors to the surrounding farm stays and even attracting foreign tourists. A value chain of "cultural IP - experience projects - consumption transformation" has been formed, turning static culture into dynamic tourism experiences.

### **1.3. Industrial Development Foundation: Economic Support from the Coordination of Fishery and Tourism**

In 2024, the agricultural-tourism industry in Yanting Town achieved leapfrog

growth, receiving a total of about 3.518 million tourists throughout the year (a year-on-year increase of 111.03%), and the tourism operating income increased by 7.05%. The number of tourists exceeded 20,000 in a single day during the "May Day" holiday. This achievement stems from the in-depth mutual promotion between fishery and tourism: Fishery provides core attractions for tourism. The "Crab Apartment" is co-built by 7 village cooperatives, attracting more than 200 fishermen to switch to employment in related fields. Tourists can visit the intelligent aquaculture base and purchase fresh seafood, forming a chain of "production - sightseeing - consumption"; Tourism expands the value of fishery. The seafood stalls on Zhongxing Road and the "Qianyu Shrimp Co-prosperity Workshop" (fishery + e-commerce + tourism) have driven up demand. During the peak season, mantis shrimps and swimming crabs are often sold out, promoting the upgrading of fishery towards standardization and branding.

At present, three types of integrated business formats have been formed: "food experience type" (seafood catering), "technology sightseeing type" (science popularization of the "Crab Apartment") and "participation and interaction type" (seafood processing experience). The proportion of agriculture-tourism related industries in the town's GDP has increased significantly.

## **2. Structural Contradictions and Causal Mechanisms in the Process of Agricultural-Tourism Integration**

While the integration of agriculture and tourism in Yanting Town is developing rapidly, deep-seated structural contradictions have gradually emerged. These contradictions not only restrict the improvement of industrial quality but also affect the sustainability of development. An in-depth analysis of these contradictions and their causes is a prerequisite for promoting the high-quality development of agricultural-tourism integration.

### **2.1. Supply-Demand Contradiction between Homogeneous Business Formats and Superficial Experiences**

There is an obvious tendency of homogenization in the agricultural-tourism integration business formats of Yanting Town, and it has not fully transformed its unique advantages of mountain-sea resources and fishermen's culture. Although business formats such as "food experience type", "technology sightseeing type" and "participation and interaction type" have been formed, seafood catering still dominates in actual operation. Dozens of seafood stalls gathered in the Zhongxing Road Food Block have similar dish structures, mainly focusing on the cooking of basic seafood such as swimming crabs and mantis shrimps, lacking differentiated product design and cultural expression. This low-level repetitive construction leads to a single choice for tourists' consumption and makes it difficult to form sustained attractiveness.

The problem of superficial experiences is particularly prominent. Most agricultural-tourism activities are still at the primary stage of "eating seafood and enjoying the sea view". Although the "Crab Apartment" project has the potential for popular science education, currently only a simple visit to the aquaculture area is open, and there is a lack of in-depth interactive projects such as observing the growth of crabs and experiencing aquaculture technology, failing to give full play to the tourism value of smart agriculture. The activation and utilization of fishermen's culture are also not in-depth. Except for temporary activities during festivals, the supply of daily products such as the display of fishermen's customs and marine culture research is seriously insufficient, resulting in short stay time of tourists and low per capita consumption. In 2024, the 7.05% growth rate of tourism operating income was far lower than the 111.03% growth rate of the number of tourists. This deviation fully reflects the structural contradiction between the quality of experience and the scale of tourists.

In terms of the causal mechanism, first of all, the lack of systematic guidance in planning leads to blind follow-up in project development without differentiated positioning based on resource endowments. Secondly, there is a shortage of professional talents, including both creative talents who understand tourism planning and compound talents with both fishery knowledge and service skills, which makes the innovation of business formats and the upgrading of experiences face a talent bottleneck. Thirdly, the brand awareness is weak. Although it has the title of "Hometown of Chinese Swimming Crabs", it has not transformed its resource advantages into brand competitiveness, nor has it formed a characteristic development pattern of "one village, one product".

## **2.2. Operational Contradiction between Severe Seasonal Fluctuations and Imbalanced Resource Allocation**

The seasonal characteristics of coastal tourism are particularly prominent in Yanting Town, forming an obvious "tidal effect" and leading to a serious imbalance in resource allocation. Data shows that in the summer of 2024, the daily number of tourists received by Yanting Town exceeded 20,000, reaching the level of holidays such as "May Day" and "National Day", while in winter, it was in a slump with few tourists. This extreme fluctuation makes tourism facilities seriously overloaded during the peak season. The parking lot newly built in 2024 was still in short supply in summer; In the off-season, a large number of facilities are idle, and the occupancy rate of homestays is less than 30%, resulting in serious waste of resources.

Seasonal fluctuations also make it difficult for all links of the industrial chain to form stable expectations, restricting industrial upgrading. The seasonal mismatch between fishery production and tourism demand is particularly obvious. The peak season of swimming crabs is concentrated in autumn, while the peak season of tourism is in summer. This time difference makes it difficult to maximize the value

of core resources. Although the "Crab Apartment" adopts the off-peak aquaculture technology, the tourism development has not adjusted the product structure simultaneously, and no winter fishery tourism products have been developed, resulting in the continuous existence of the situation of "cold in winter and hot in summer".

The formation of this contradiction is due to the dual influence of natural condition constraints and insufficient human response. From the perspective of natural factors, the climate conditions in coastal areas determine that the tourism peak season must be concentrated in the warm season, which is an objective reality that is difficult to fundamentally change. However, the deeper reason lies in the insufficient active response: First, the product supply lacks seasonal adaptability, and no winter alternative products such as hot springs and homestays have been developed; Second, the marketing strategy lacks pertinence, and there is no systematic plan to activate the off-season market; Third, the infrastructure construction lacks flexible design, and modular and movable flexible allocation methods have not been adopted to deal with the fluctuation of passenger flow. At the county level, there is no regional linkage mechanism for off-peak tourist diversion, and Yanting has not been incorporated into the overall layout of the county's four-season tourism.

### **2.3. Benefit Contradiction between Industrial Chain Disconnection and Insufficient Value Transformation**

There is an obvious disconnection in the agricultural-tourism integration industrial chain of Yanting Town, especially the weak processing link and insufficient extension of business formats, leading to serious value loss. Tourism consumption is still concentrated on catering and basic accommodation, and there is a serious shortage of high-value-added deep-processing products and derivative services. Local seafood processing enterprises are small in scale and low in grade. The tourism shopping function of leading enterprises has not been fully exerted, and it is difficult for tourists to buy portable characteristic tourism commodities, making it difficult to change the consumption structure of "eating more and taking less".

The incompleteness of the industrial chain is also reflected in the insufficient integration depth of "fishery + tourism". At present, the integration is mostly at the primary stage of "fishery providing food materials and tourism providing venues". The tourism value of the fishery production process has not been fully developed, and there is a lack of participatory projects such as fishing experience and seafood processing DIY; The industrialization level of fishermen's culture is low, and it has not been transformed into high-value-added products such as cultural and creative products and research courses; The leisure value of marine ecological resources has not been fully explored. Except for beach entertainment, business formats such as marine sports and health care have not yet formed a scale.

The core reasons for the disconnection of the industrial chain lie in the limited thinking of industrial integration and factor constraints. From the planning perspec-

tive, there has long been a thinking pattern of "valuing sightseeing over experience and valuing catering over cultural and creative products", and there is a lack of systematic design for the extension of the industrial chain, which is consistent with the problem of "insufficient interaction between leisure fishery, fisherman's happy family and tourism" pointed out in the 13th Five-Year Plan. From the perspective of factor input, seafood deep processing and cultural and creative development require high technical and capital input, while Yanting Town is facing serious problems of capital shortage and talent shortage, and the participation of social capital is low, making it difficult to break through the key links of the industrial chain. From the perspective of the market mechanism, there is a lack of intermediate organizations connecting fishery production and tourism consumption, and a stable interest linkage mechanism has not been formed between fishermen's cooperatives and tourism enterprises.

### **3. Systematic Construction and Implementation Strategies of the High-Quality Development Path**

In view of the contradictions faced by Yanting Town in the integration of agriculture and tourism, such as homogeneous business formats, seasonal fluctuations, industrial chain disconnection and insufficient governance coordination, and combined with its "mountain-sea-fishery" resource endowments and development foundation in 2024, this chapter constructs a development path with "fishery-tourism integration" as the core, "three-chain coordination" of industrial chain extension, value chain improvement and supply chain optimization, and "four-dimensional guarantee" of technology, brand, governance and ecology. It also puts forward phased implementation strategies to promote the transformation of agricultural-tourism integration from "scale expansion" to "quality and efficiency".

#### **3.1. Anchoring the Core Position of "Fishery-Tourism Integration" to Resolve the Homogenization of Business Formats**

Based on the brand of "Hometown of Chinese Swimming Crabs" and relying on the ecological advantages of "mountains and seas embracing each other", we should break out of the single model of "seafood catering + beach sightseeing" and build a diversified business format system of "fishery +".

The "Crab Apartment" project should be upgraded, and "smart aquaculture research courses" should be developed. Interactive links such as "crab growth observation diary" and "water quality monitoring experiment" should be set up, and a "marine biology practice base for primary and secondary school students" should be established to transform popular science value into tourism income. The intangible cultural heritage resources of fishermen should be activated, and regular projects such as "fishermen's work song performances" and "fishing net weaving experience" should be introduced into the Zhongxing Road Food Block; Relying on the Qianyu

Shrimp Co-prosperity Workshop, develop "seafood processing DIY" experiences (such as pickling crab sauce and making dried shrimps), and provide supporting "fishermen's food classes", inviting local fishermen to teach seafood cooking skills to extend the stay time of tourists and promote the increase of per capita consumption. Upgrade the Hailuo Bay Surfing Base, add water sports projects such as windsurfing and kayaking, and introduce leisure products such as "coastal yoga" and "beach camping"; Make use of the idle homestay resources in winter to build a "mountain-sea health care homestay cluster" and launch a health care package of "seafood diet therapy + mountain hiking" to specifically solve the problem of insufficient passenger flow in winter.

### **3.2. Promoting "Three-Chain Coordination" to Make Up for the Disconnection of the Industrial Chain**

Develop portable tourism commodities such as "crab meat sausage" and "instant swimming crab", launch cultural and creative packaging products, and set up "agricultural-tourism specialty sales centers" in tourist gathering places such as Jinshatan Beach and Longtaibei to solve the consumption pain point of "eating more and taking less". Build the "Yanting Agricultural-Tourism Cloud Platform", integrate the direct supply resources of the "Crab Apartment" and the products of the co-prosperity workshop, and realize the model of "offline experience + online re-purchase" through the mode of "live streaming with goods + scanning codes to place orders in scenic spots". Design the IP image of "Yanting Crab Treasure", develop communication content such as emojis and short videos, and plan activities such as the "Yanting Swimming Crab Cultural Festival" and "Seafood Food Live Streaming Week" to enhance the value of the regional brand. Relying on the off-peak aquaculture technology of the "Crab Apartment", expand the scale of grouper and shellfish breeding in winter to ensure the supply of seafood in winter; Develop "frozen seafood gift boxes" and balance the seasonal difference between fishery production and tourism demand through the model of "pre-sale in off-season and distribution in peak season".

### **3.3. Strengthening the "Four-Dimensional Guarantee" to Resolve Governance and Ecological Contradictions**

Build the "Yanting Agricultural-Tourism Intelligent Platform", analyze tourists' preferences through big data, and accurately push information on business formats and activities. Promote the "5G + Internet of Things" technology in the "Crab Apartment", monitor water quality and water temperature data in real time, and open the "aquaculture visualization" service to tourists through the platform to enhance the sense of technology experience. Learn from the "government-village-enterprise tripartite cooperation model", establish a "manager responsibility system", recruit cultural and tourism operation talents from all over the country, and be responsible

for the professional operation of the homestay cluster and the co-prosperity workshop to solve the problem of local talent shortage. Build a "regional linkage" marketing system, integrate into Cangnan County's brand matrix of "Endless Blue and Green · Cangnan with Mountains and Seas", and link up with Dayu Town and Mazhan Town on the 168 Golden Coastline to launch diversion activities such as the "3-Day Tour of Mountain-Sea-Fishery Fun" (Yanting surfing + Mazhan fruit picking + Dayu sea listening).

The practice of Yanting Town has clarified the key path for the integration of agriculture and tourism in coastal areas: From the industrial dimension, build a value chain with "deep processing + experience value-added". Relying on the symbol of "Hometown of Chinese Swimming Crabs", transform primary seafood products into high-value-added products through the development of instant crab products and the design of research courses, and take the "premium rate of swimming crab geographical indication" as the core indicator to solve the value loss of "eating more and taking less"; From the cultural dimension, promote the transformation of resources into capital, realize the spatial reorganization by superimposing leisure scenarios on the Longtaibei Platform, and combine with the cultivation of the "Yanting Crab Treasure" IP to turn fishermen's culture from festival activities into daily consumption scenarios; From the institutional dimension, innovate the "government-village-enterprise-people" cooperative alliance, attract fishermen from participating villages to participate in decision-making, and rely on the passenger flow and water quality supervision functions of the agricultural-tourism intelligent platform to solve the problems of multi-head management, insufficient community benefits and ecological prevention and control. These findings provide a replicable practical model for coastal towns with resource endowments. Future research can deepen the quantitative analysis of community participation effects and regional comparative studies.

## Acknowledgements

Project Source:

Wenzhou Science and Technology Commissioner Program (X2023096)

## References

- [1] People's Government of Yanting Town, Cangnan County. Government Work Report of Yanting Town in 2024 [R]. 2024.
- [2] Zhong Yiping, Tang Linren, Hu Pingbo. Mechanism and Empirical Analysis of Agricultural-Tourism Integration Promoting the Optimization and Upgrading of Rural Industrial Structure——Taking National Demonstration Counties of Leisure Agriculture and Rural Tourism as Examples [J]. Chinese Rural Economy, 2020(7): 80-98.
- [3] Hu Shiyang, Jin Xiuling. Experience Marketing Strategy of Yanting Bay Tourist Scenic Spot in Cangnan County [J]. Cooperative Economy & Science, 2020(01).
- [4] Li Meijie, Wang Xingji. Development Model and Path Optimization of Agricultural-Tourism Integration under the Background of Rural Revitalization——Reflection on the Integrated Development of Rural Industries [J]. Guizhou Social Sciences, 2022(03).

- [5] Wang Manshen. Study on the Integration of Agriculture and Tourism in Cangnan County, Zhejiang Province [D]. Jiangxi Agricultural University, 2023(02).
- [6] Shao Jing. Study on the Development Countermeasures of Coastal Rural Tourism in Cangnan County, Zhejiang Province [D]. Northwest Normal University, 2024(04).