

## PLANNING OF ECOLOGICAL AGRICULTURAL TOURIST ATTRACTIONS BASED ON THE CONCEPT OF CIRCULAR ECONOMY

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With the continuous development of society and the continuous improvement of people's living standards, leisure agricultural tourism based on agricultural production has gradually become popular, which takes agricultural landscape, agricultural experience and agricultural product shopping as content, and leisure agricultural tourist attractions have emerged. At present, some ecological agriculture projects are reconstruction or transformation projects, which are the recreational transformation of the original base for traditional agricultural projects in order to survive and seek market stimulation. However, due to the unscientific planning of the basic system, the low level of operation and management, and the lack of a scientific theoretical system for demonstration during the transformation process, the planning and transformation of the ecological agriculture project have not been promoted, and the project industry development has not been improved. Therefore, under the support of the concept of circular economy, this paper combines the Internet of Things technology to carry out the planning and analysis of ecological agricultural tourist attractions, and combines the experiments to analyse the effectiveness of this method. From the research point of view, it can be known that the ecological agricultural scenic area planning method constructed in this paper has certain effects.

With the increasing development and improvement of information technology, the Internet of Things technology has been scientifically and rationally applied to the agricultural ecological tourism industry to realise the monitoring and integrated management of the backup links of tourism activities. Moreover, an integrated Internet of Things tourism platform has been built to provide tourists with information services, itinerary services, transportation services, commercial services, etc. At the same time, it promotes the intelligentisation and low-carbonisation of eco-tourism, and improves the efficiency and level of eco-tourism management (Choo and Park [2018](#)). In order to change the many problems faced by agricultural eco-tourism, it is necessary to innovate the traditional tourism model, increase the penetration rate of Internet of Things technology, and play an important role in tourism management and tourism services, and tourism environmental protection (Lee and Kwon [2017](#)).

Eco-agricultural tourism is a type of tourism under the background of rural ecological environment. Moreover, it uses ecological agriculture and rural characteristic culture as its resources, applies aesthetics, ecology, economics principles, and sustainable development theories, uses human resources and natural resources to develop eco-agricultural tourism, and

plans and constructs the rural environment in accordance with tourism environmental standards. At the same time, it takes eco-tourism as the main body, integrating agricultural production, the application of new agricultural technology, and tourist participation in sightseeing. In addition, it promotes the construction of ecological agriculture, the scientific and technological operation of agriculture, the exhibition of agronomic products, the promotion of agricultural and sideline products, and the good development of the rural ecological environment, so that tourists can feel agricultural modernisation and rural ecologicalisation (Flachs and Richards [2018](#)). Eco-agricultural tourism is based on the rural ecological environment, farmland work, pastoral style, ecological agricultural production content and rural humanities. The importance of modernisation is the achievements in the field of science and knowledge, faster growth of mechanisation and growth, the explanation of social life, the appearance of balanced outlook in every walk of life. Through overall planning, layout, process design and a series of supporting facilities and services, it provides people with sightseeing, travel, and recuperation services. In addition, through tourist experience and participation in rural characteristic folk life, seasonal fruit and vegetable field visits and picking, and viewing of characteristic flowers and plants under intelligent technology, it combines fun and education to help people understand modern agriculture and increase agricultural knowledge. Eco-agricultural tourism is committed to integrating the economic functions of eco-agricultural production with the socio-economic functions of eco-tourism, and strengthening the economic functions of eco-agriculture, so as to achieve the goal of protecting the environment and promoting ecological sustainable development. At the same time, it combines ecological agriculture and ecological tourism to promote economic growth, social progress, and ecological stability.

The development of eco-agricultural tourism mainly relies on local eco-agricultural tourism resources. Among them, natural resources and human resources reflect the local natural scenery and cultural customs, which are extremely attractive to tourists. As an attractive condition for eco-agricultural tourism, these tourism resources can be used to develop eco-tourism, and these resources have the characteristics of recycling or renewable. In addition, eco-agricultural tourism is developed based on tourists' 'clothing, food, housing, and transportation', and consumes relatively few natural resources. The eco-agriculture is a number of associated systems of connected system of farming practice which are preserving or educating the status of efficiency of soil, organisation at the same period reducing damaging ecological effects. Ecological farming provides healthy agriculture and nutritious eating for yesterday and today by safeguarding soil, moisture, and weather, trying to promote biodiversity, and attempting to avoid the use of chemical inputs or genetic modification. Recycling is an integral part of a circular economy, but should be regarded only as there are no other choices for re-use, re-manufacture, or fix. This really is the fundamental principle of the waste management hierarchy, that takes precedence most efficient waste management

solutions. The main input is human resources, and the human resources provided to tourists have the characteristics of recycling and conform to the concept of sustainable development. Therefore, the development of eco-agricultural tourism is consistent with the green development concept of sustainable development currently required by our country. Eco-agricultural tourism also conforms to the characteristics of low energy consumption, low emission, resource saving, and sustainable development, and fully embodies the green development concept of sustainable development.

Eco-agricultural tourism started early in some developed countries and has become an important part of the tourism industry in many countries. Its eco-agricultural tourism revenue accounts for more than 20% of the overall tourism revenue (Park and Oh [2018](#)). Eco-agricultural tourism mainly focuses on two development methods abroad (Alphey and Bonsall [2018](#)). A type of vacation that focuses on leisure viewing functions and belongs to the viewing type. This type of eco-agricultural tourism is more popular in Central and Eastern European countries, mainly including Hungary, Finland and other places. Another way of eco-agricultural tourism is personal contact with farmland, which is participatory vacation. In this mode, tourists want to experience farming by themselves, pick food by themselves, experience the fun of the countryside during busy farming, and watch the countryside scenery. It is mainly popular in Japan, the United States and other places. Ecological farming is the most respectful of wildlife, as it produces lower pollution of aerosols, it produces less carbon dioxide, it prevents the greenhouse effect, it doesn't generate polluting waste and helps make energy savings since in the crop cultivation and in the production of the products it takes advantage. Tourists who choose eco-agricultural tourism are mostly people in the city who have received higher education and have certain economic conditions. Through eco-agricultural tourism, they release their work pressure in the beautiful countryside, invest in the slow-paced rural pastoral life from the high-pressure working environment, and look for the natural cultural atmosphere brought by nature (Marcis et al. [2019](#)). Up to now, many foreign countries have used their own scientific and technological advantages to introduce intelligence and technology into eco-agricultural tourism to pursue high-tech and high value-added goals, and to build a modern agricultural science and technology park as a carrier to maximise agricultural productivity (Mueller et al. [2017](#)). Some regions are committed to comprehensive development and utilisation of limited land, creating multi-functional high-tech agricultural parks such as ornamental leisure and foreign exchange earnings. At the same time, Singapore's agricultural park actively invests in infrastructure to increase the entertainment of the park. Moreover, it has carefully distributed the corridor into a characteristic agricultural ecological corridor with tourism characteristics and can provide fresh agricultural products to form a multi-functional ecological agricultural system (Turner et al. [2019](#)). In some countries, agricultural science and technology parks use a well-established team of experts and a large number of science and technology practitioners to manage (Adama et al. [2018](#)). The nature of

the farms in each garden in the agricultural sightseeing garden system designed by Duan et al. (2019) is different, such as chicken farms, fish farms (export ornamental fish), mushroom gardens, bean sprouts farms, and vegetable gardens. These farms of various natures provide sophisticated agricultural technology for global agricultural investors and employ a large number of experts and scholars to promote agricultural technology. For example, Singapore's high-tech agricultural gardens have formed a complete urban agricultural system, and have achieved very good economic and social benefits.

The closed-loop proposed in Fitz-Koch et al. (2018) is the embryonic form of the idea of circular economy. Corder Jessica and Irlbeck Erica (2018) proposed to apply the idea of closed loop to the whole process of product production. Cleaner production and whole-process control management models are more fundamentally effective than 'end management'. Therefore, it has received general attention and attention, and the implementation of circular economy has begun to transform from waste disposal to waste recycling. Ebert et al. (2019) believed that the primary goal of the development of circular economy is to establish resource management rules, so that the economic system where humans live and the natural system coexist harmoniously and sustainably develop. Alola Andrew Adewale and Uzuner Gizem (2020) reinterpreted the concept of circular economy from the perspective of resource scarcity. Moreover, it believes that there is a perfect and highly efficient material and energy cycle in nature, and the collection, transmission and decomposition of materials and energy in different ecosystems are realised through solar energy. The circular economy offers us with techniques we have to address respectively global warming and species extinction all while going to meet important social needs. It enables us to boost wealth, employment, and adaptability while reducing carbon emissions, disposal, and air quality. The idea of circular economy is to use nature as a prototype to artificially design material and energy cycles. Therefore, the development of circular economy is necessary and feasible for achieving sustainable development.

Roberts Richie and Robinson J. Shane (2018) built a wireless local area network to monitor crop growth and remote control of farmland and greenhouse. Zamani Naser and Mohammadi Maryam (2018) developed an approximately distributed wireless data acquisition and control system for managing a group of greenhouses. The process of sampling messages that quantify real-world physical circumstances and trying to convert the eventually results specimens into digital numeric values which can be modified by a computer is known as data acquisition. Lintern et al. (2020) proposed a wireless environmental monitoring system for precision agriculture and environmental monitoring industries to achieve real-time environmental monitoring and dynamic early warning. Kansanga et al. (2019) pointed out that the agricultural Internet of Things includes three layers: information perception layer, information transmission layer and information application layer. Douthwaite et al. (2017) used sensor and information fusion technology and Internet technology to design an agricultural information platform covering the whole country, and formed a hierarchical system structure for the collection, monitoring, transmission, processing and release of agricultural information.