

农村发展—休闲农业

提高都市休闲农业消费效应的路径

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摘要:

通过在郑州市都市休闲农业区的拦截式调查,表明都市农业休闲产品品种单一、硬件设施落后、管理服务不到位、休闲消费观念滞后等因素制约了都市休闲农业消费效应的提升,解决这些问题势在必行。为了充分提升都市农业园区的消费效应,笔者提出了拓展都市农业产品特色项目、创新营销模式、加强基础设施建设、注重生态价值实现、加大要素注入力度、提升服务质量、更新休闲理念、刺激市场需求等对策建议。

关键词: 消费效应

Path of Urban Agriculture Consumption Effects Improving

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Abstract:

On the basis of intercept investigation of Zhengzhou urban agriculture area, the results suggested that the main reason such as lack of leisure agriculture products, backward of hardware facilities, inadequate of management mechanism and the backward of leisure consumption idea, which restraint consumption effects improving of urban agriculture. In order to promote urban agriculture consumption effects fully, the following measures should be taken, such as develop the special products and innovation of marketing modes, strengthen infrastructure and realize ecological value, further efforts to instill relevant elements and improve service quality, reconsidering leisure idea and stimulating demand.

Keywords: consumption effects

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