

农村发展—休闲农业

基于马斯洛需要层次理论的休闲农业开发探讨

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摘要:

休闲农业的设计与运作根据马斯洛需要层次需求理论, 满足人们由生理、安全到自我实现的需求, 可以为人们提供丰富的休闲产品与休闲体验。本文提出用“功能涵盖性”的原则界定“休闲农业”概念, 并在分析休闲农业的多功能特性与产业本质的基础上, 运用马斯洛需要层次需求理论, 从管理者、经营者两个方面提出了休闲农业开发的思路。

关键词: 农业多功能性

Study on How to Develop Agro-tourism by Mallow's hierarchy of human Needs Theory

Abstract:

According to Mallow's hierarchy of human Needs Theory, agro-tourism is to satisfy people's physiological needs, security needs, and self-actualization needs. This paper comes up with the "functional umbrella" principle and provides the definition of "agro-tourism". Based on allow's hierarchy of human Needs Theory and analysis of the multifunctional and industrial nature of agro-tourism, this paper puts forward some ideas to develop agro-tourism as a manager and an operator (from the perspective of mangers and operators).

Keywords: the multifunctional and industrial nature of agro-tourism

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